

# Special Edition Tells Story of 'Golf Capital'

44 Pages  
Of Photos,  
Stories

## Weather

Desert are forecast: Variable high cloudiness today and Tuesday. Scattered showers Mojave Desert northward late Tuesday. Little change in temperatures. Highs today 53-63 upper valleys, 63-73 lower valleys.

Saturday's high, 70, low, 42;  
Sunday's high, 67, low, 38.

The inside story of Palm Springs golf — the No. 1 sport in the Winter Golf Capital of the World — is told today in a special section of The Desert Sun.

A full 44 pages of pictures and stories have been compiled to give Desert Sun readers — plus the members of every golf club in the area — the complete story behind golf in the desert.

FEATURED ARE THE dozen gold courses of the Winter Golf Capital of the World — Bermuda Dunes, Cochran-Odum, La Quinta, Indian Wells, Eldorado, Tamisk, Shadow Mountain, Thunderbird, Palm Springs (municipal), O'Donnell, Riviera, and Ranch Club — plus pictures galore.

Three of the world's leading figures, Dwight D. Eisenhower, German Chancellor Konrad Adenauer, and Belgian King Leopold are featured as visitors to the desert.

Also featured in the edition is a complete story on the Palm Springs \$10,000 Gold Classic, which gets under way Wednesday on five of the famous desert golf facilities.

THE SPECIAL SUPPLEMENT of The Desert Sun — compiled under the supervision of Sun reporter Fred Weigel — has pictures of the area's golf professionals, of men behind the development of golf in the desert and of many of the celebrities who play golf on the dozen private and public links.

A total of 20,000 copies of the golf supplement are to be distributed, not only through the golf course membership of the Winter Golf Capital of the World, but are included in today's edition of The Daily Desert Sun and distributed to news services and golf facilities throughout the nation, by the Chamber of Commerce.

**Three Die, Five Injured in Area Traffic Mishaps**

BYLINE — Two men were killed and five other persons injured in traffic accidents near here over the weekend, the California Highway Patrol reported.

Lorenz E. Michael, 32, Sunland, was killed Saturday night on U.S. 60-70 about 10 miles west of here when his truck overturned. Officers said two women riding in the truck suffered minor injuries.

Pedro Juarez, 56, Thermal, was killed Sunday when the car in which he was riding overturned on a desert road some 50 miles northwest of here.

At Twenty-nine Palms, a man killed by the California Highway Patrol as Dale Pritchard, Lewiston, Idaho, died at 12:20 a.m. today in a hospital here, from injuries sustained in an auto crash at 11:15 p.m. Saturday, the CHP reported today.

**MAN, HOUSE BURNED UP BY NOISY TV**

CATANIA, Sicily — **UPI** — Giuseppe Scanso told police today he burned down his house to get his family away from the television set.

Scanso, 43, said he was unable to sleep because of the loud TV programs, so he got up and poured fuel oil over the furniture and set it afire.

Nobody was hurt, but police jailed Scanso on charges of "grievous arson for futile reasons."

## NEW PERSECUTIONS

# Americans Flee Lumumba Forces

LEOPOLDVILLE, The Congo — A total of 164 Americans have fled to the safety of Ruanda-Urundi in the face of new persecutions by forces loyal to deposed Congolese Premier Patrice Lumumba, the United Nations announced today.

A U.N. spokesman said the Americans, all missionaries and their families, had crossed into the Belgian-administered trust territory from Oriental and Kivu provinces where pro-Lumumba forces are in control.

THE AMERICAN refugees are being gathered together at the Ruanda town of Managi the spokesman said.

The spokesman said a convoy of Belgian refugees escorted by U.N. Ethiopian troops was turned back by the pro-Lumumba troops

VOL. 34, NO. 156

2 Sections—56 Pages

Palm Springs, California, Monday, January 30, 1961

PHONE FA 5-5005 Single Copy 10c

THIRTY-FOURTH YEAR

# The Desert Sun

The Desert Empire's Leading Daily Newspaper

8:00 P.M.  
**N.Y. Stock Exchange**  
30 Industrials 649.31, Up 5.72  
20 Railroads 141.57, Up 1.07  
**E. F. HUTTON & CO.**  
150 North Palm Canyon Drive  
Member New York Stock Exchange  
and All Leading Exchanges  
Private Wires  
FA 4-1587

# GRIM KENNEDY 'STAGGERED' BY DANGERS U.S. IS FACING



## 440 Students Evacuated in Bomb Scare

### Officials Search, Fail to Find Bomb Inside CC School

CATHEDRAL CITY — Approximately 440 youngsters were evacuated here from the Cathedral City elementary school at 9:50 a.m. today while units of the state Division of Forestry, sheriff's department, and school officials searched buildings in a vain follow-up on a false bomb scare.

PRINCIPAL CHESTER Sproule reported that the search was secured at 11:15 a.m., and the children were returned to classrooms from the school playgrounds where they had been led for safety.

The search was triggered by an undetermined telephone call to the school clerk.

Sproule contacted school district officials, and sheriff's officers were alerted. California Highway Patrol units worked the scene for traffic control on adjacent streets.

SIMILAR SCARES had occurred within the past three weeks at Palm Springs High School, and Nellie N. Coffman junior high school.

Two youngsters were traced in the junior high scare call.

### BULLETIN

Palm Springs Mounted Police prepared to swing into action shortly before noon today when three persons believed to be lost atop a ridge near the peak of Tahquitz Canyon were spotted signaling with a mirror and a red coat.

The Mounted Police sent Roy Shreck, of the Mamer-Shreck Air Transport Service here, up in his plane to survey the exact location and determine if the three are in need of any emergency aid.

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## State's War On Printed Smut Begins

### Newspapers Back New Assembly Bill In Clean-Up Drive

Legislation designed to help rid newsstands of smutty publications was proposed in Sacramento this week under the sponsorship of California's newspapers.

Assemblyman Glenn E. Coolidge (R-Felton) and Sheridan N. Hegland (D-La Mesa) introduced the measure, Assembly Bill 584.

**IN DRAFTING THE** measure, the legislators had the advice and counsel over a period of many months of district attorneys concerned with the fight against pornography, the legislature's own Legislative Counsel and the Government Affairs Committee of the California Newspaper Publishers Association.

Coolidge said that what they sought was a bill which law enforcement officials believed would help them clean up the dirty books and pictures situation, but also a bill which was not so complex and far-reaching that it would be voted down by legislators concerned about censorship.

PRIOR ATTEMPTS to draft new legislation in this field met with defeat because many legislators felt the methods imposed a more serious problem than the problem itself, according to Coolidge.

He described A. B. 584 as "simple and understandable."

"It will make enforceable the anti-pornographic feelings of all our people."

He, Hegland and the newspaper association joined forces in the campaign when it became evident that they all were seeking to strengthen existing anti-pornography laws in a manner which would satisfy law enforcement officials, the legislature and the people.

The Coolidge - Hegland bill has been referred to the Assembly's Criminal Procedures Committee, the same committee which in 1959 blocked passage of anti-pornography legislation proposed by Assemblyman Louis Francis (R-San Mateo).

It's still true today and probably more so than in the past, "Join the Marines and see the World." Still a young man, and with only 13 years in the Marine Corps, Conlon is looking forward to his next opportunity to journey overseas and add to the wealth of travel already behind him in his Marine Corps career.

Gunnery Sgt. Conlon's second

**TOP WINNER IN KDES' "Jackpot Initials" contest is Carlton L. Burnham, Cathedral City, who received a check for \$103.04 from KDES secretary Joy Frasier. Jackpot initials are broadcast 10 times daily over the 920 radio dial spot and anyone hearing his initials announced is eligible for cash or merchandise prize. General manager Norm Loftus emphasized "Jackpot" popularity is indicative of the great number of listeners who tune the 920 station "for the best in daily radio entertainment." Desert Sun Photo)**

## MARINE TRAVELS IN 16 COUNTRIES

**MARINE CORPS BASE**, Twenty-nine Palms, "Join the Marines and see the World" has been true for many Marines throughout the year and as an example Marine Gunner Sergeant Thomas E. Conlon points to his travels during the past four years.

Since 1957 Sergeant Conlon has traveled to 16 countries, from the Riviera in France to Hong Kong as well as touring other large cities of the world and historic landmarks during his off-duty hours.

**WHILE ON A** Mediterranean cruise in 1957 with the Second Marine Division, Conlon participated in a joint North Atlantic Treaty Organization landing exercise in Theros Gulf, Turkey. He also went ashore in other exercises, visiting Mediterranean country side in this Mid-East area.

Gunnery Sgt. Conlon's second

### INCOME TAX DEDUCTIONS GIVE TO THE

Welfare and Friendly Aid

### RUMMAGE SALE

Tuesday Mornings  
at the

### THRIFT SHOP

Palm Springs Health Center

3120 Civic Center

**WILSON'S JEWELERS**  
• EXPERT WATCH MAKERS ON  
• HAND TO SERVE YOU ALL  
• TIMES  
300 NO. PALM CANYON DR.  
Across from the 76 Union Station

### 12 Tables Play In Duplicate Bridge Session

Twelve tables were in play at the Thursday meeting of the Desert Duplicate Bridge Club, with the Skip - Mitchell system used. Winners were:

North-South—Mr. and Mrs. Henry Bloomfield, first; Mrs. Edith Chalfont and Mrs. Edith Simmons, second; Ralph Widen and Lou Meyers, third; Mrs. Ida Epstein and Mrs. Harriet Kopman, fourth. East-West—Dr. and Mrs. L. Linnick, first; Mr. and Mrs. Isador Singer, second; Mrs. W. O. Rogers and Mrs. E. W. Hughes, third; Mr. and Mrs. Dale Campbell, fourth.

The club, sponsored by the City Recreation Department, will hold its second monthly Master Point tournament Feb. 2 at the Playhouse.

### Rotarians See Speedway Movie

**CATHEDRAL CITY**—The Rotary Club this noon saw movies of the 1960 Indianapolis Speedway Races, presented by Bill Ellis, at its regular meeting at Laurye's Steak Ranch.

Tonight, at 7:30 p.m., the club will present the charter to the newly organized Explorer Post at Laurye's. This event also is a ladies night.

The U. S. airline industry's jet-powered fleet will total more than 600 planes when present orders are filled.

### Reading a "success story"...

The most inspiring "success story" is the one you can read in the pages of your savings account book. It's a "continued story," that gets more interesting every week, as you see your savings grow!

**4 1/2%** Per Annum Current Rate of Interest

**COACHELLA  
VALLEY  
SAVINGS  
And LOAN ASSOCIATION**  
383 SOUTH PALM CANYON DRIVE—FA 4-1241  
CORNER BLISS AND TOWNE—INDIO



**SURE THEY RUN**, agree this trio of watch experts who listen in vain for the old tick-tick. The trio of Western Watch Dealers gathered in the Ocotillo Lodge for a winter conclave here. Listening for the swish of time are,

from left, Ted Schwartz, of the House of Time, Los Angeles; Julian Lazarus, president of the Benrus watch company; and Murray Hecht, Mark jewelers, Van Nuys-based jewelry chain store. (Desert Sun Photo)

### NORTH PALM SPRINGS

## Hansens Move to New Home

By ORPHEA GEIER

Mr. and Mrs. G. E. Hansen moved out last week and will spend the balance of the season in their new home here on Keith Street.

Matilda Massen flew back to Swanton, Ohio, last week after completing a visit here with her brother and sister-in-law, Mr. and Mrs. Leo Cheney.

Weekend guests at the home of Harold and Mabel French on Covey Street were Mr. and Mrs. Howard Privette and Tommy. Mr. Privette is employed at Mundet Cork Corporation in Maywood of which Mr. French is sales engineer. Mrs. French is now living here and Mr. French comes out for weekends. The Frenches purchased the former Grunberg home.

Mr. and Mrs. Jerry Miller and sons, Jerry, Jr., Jon and Joshua have moved to North Palm Springs from Monrovia and make their home on Covey Street. The Millers are not strangers to the desert having lived in the area before. Mr. Miller is a painter.

Recent guests of Mike and Molly Burke were Mr. and Mrs. Will Hayes of Los Angeles, who are just back from a vacation in

England.

Mr. and Mrs. Ernest "Whitey" Ishmael of Laguna Beach and Albuquerque, N. M., have purchased a home on Avenue 16 from Marie Ropp. Mr. Ishmael, who is a power lineman with Civil Service, recently completed an assignment in Twentynine Palms.

Callers at the Orpha Geier home last week were Carl Ratty and Grace Connors of Pomona. Mr. Ratty owns property in Cathedral City as well as orange groves near Pomona.

Out for a visit at the Kelsey Cook home last week were Mr. and Mrs. Frank Skelly and Lt. and Mrs. William King, all of Hollywood. Lt. King is a chemist with the narcotics division of the Los Angeles Police Department.

Harold and Charlotte McGaa, former residents, were out from Murietta for a Sunday visit with friends here.

Stewart and Barbara Feuer and Harry spent last weekend at the home of Stewart's parents in Long Beach.

Jimmy and Scotty Hillborn of Santa Ana came out for the weekend on the desert. The Hillborns

have property near B-Bar-H Ranch and have their trailer there.

The T. D. Pendergasts' and the Dallas Chronisters drove to Murietta for a visit to the Harold McGaa home.

### PALM SPRINGS COUNTRY CLUB

PRINCESS RAISAS INVITES YOU  
Gyms, pool, golf, horses, ping  
pong, dancing.  
Deluxe Apt. \$6.50 up.  
214 South Plaza North  
Behind Palm Springs Imports  
Phone 328-1066

## "QUOTRON"

### A Revolutionary Electronic Marvel Stock Exchange Quotation Service

HORNBLOWER & WEEKS new Palm Springs branch makes immediately available to the desert community the last sale on any listed New York stock at any time of the business day. Closing prices on all New York Stock Exchange and American Stock Exchange listings are available as soon as the market closes at 12:30 Pacific Coast time and continue to be immediately available until we close at 4:30 P.M. Just telephone us or drop in. We shall be happy to have you inspect Palm Springs most modern investment office.

Call us and see what we mean.  
Phone: 324-1126

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126 N. PALM CANYON DRIVE, PALM SPRINGS, CAL.

(across the street from the Desert Inn)

Members New York Stock Exchange and other Principal Stock Exchanges

OFFICES COAST TO COAST

The Hornblower Representative  
is ready to help you



## PALM CANYON MARKET

AGED CHOICE MEATS—FANCY HORS D'OEUVRES—GOURMET  
1111 SOUTH PALM CANYON DRIVE—SALE MON.-TUES.-WED.



## ORANGE STAMP SALE

Get \$2.50 worth of EXTRA free stamps with

## SAUSAGE . . . 3 1/2 39¢

Get \$2.50 worth of EXTRA free stamps with

## Ground Shoulder . . . 2 1/2 69¢

SCOTT'S WALDORF 4 ROLL PACK

## TOILET TISSUE . . . 2 1/2 69¢

LOG CABIN 24 oz. Bottle

## SYRUP . . . 2 1/2 99¢

VAN CAMP No. 2 1/2 Can

## PORK & BEANS . . . 4 1/2 79¢

Farm Fresh Produce



## IRIS WHITE MEAT TUNA 39¢ Can

PLUS \$5 FREE STAMPS  
with every 4 cans

LARGE JUICY  
3 lb



## BROWN ONIONS . . . 5 1/2 lb PEARS . . . 2 1/2 25¢



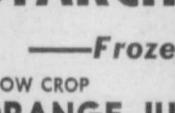
## HIGHLAND 24 oz. SYRUP . . . 2 1/2 99¢

FAULTLESS SPRAYON 16 oz. Can



## STARCH . . . 59¢

Frozen Foods



## SNOW CROP ORANGE JUICE 4 1/2 89¢

CANS



## MINUTE MAID TANGERINE JUICE 4 1/2 69¢

CANS

## DOUBLE STAMP DAYS THURSDAY

Double Stamps on  
Every Purchase



## STORE and SAVE

We'll cut, dress, package and freeze meat exactly  
as you wish for storage in your food locker.

USDA CHOICE, SWIFTS  
LOIN, HIND or HALF

## BEEF . . . . . ABOVE COST



## PALM CANYON LIQUORS

1109 S. Palm Canyon Dr.  
For Your Complete

Liquor, Champagne  
and Wine needs

## PALM CANYON MARKET

1111 South Palm Canyon Drive

We Reserve the Right to Limit

OPEN 8 A.M. TO 9 P.M.

FREE DELIVERY—Call before 10:00 a.m. and 2:00 p.m.

Sale Monday, Tuesday, Wednesday, Jan. 30, 31, Feb. 1.

FA 5-5119

**DID YOU KNOW?**

... that we are very, very proud of the wonderful new plant we have just moved into because it is the finest, cleanest plant possible to erect... for the fast, dependable laundry and dry cleaning of your wearables.

**The AUTOMATIC Laundry - Dry Cleaning** OPEN 7:30 A.M. — FREE PARKING — FA 5-2614

**COACHELLA  
VALLEY  
SAVINGS  
And LOAN ASSOCIATION**  
383 SOUTH PALM CANYON DRIVE—FA 4-1241  
CORNER BLISS AND TOWNE—INDIO

**FEDERAL HOME LOAN BANK SYSTEM**  
SAFETY, SECURITY AND  
INSURANCE CORPORATION  
INSURED

Another day has been added to the Chess Club schedule, Howard Haddock, city recreation director, announced today.

The club will now meet every Monday, Wednesday and Saturday afternoon, from 2 to 5 p.m., at the clubhouse at the Polo Grounds.

This club is open to residents and visitors.

#### Given Key Role

HOLLYWOOD (UPI) — Carlton Young has been signed for the key role of Capt. Macklin in "Armored Command," scheduled to go before Allied Artists' cameras soon.

Dr. M. H. Beebe

—Chiropractor—

405 Industrial Pl. 324-4939 wishes to announce that people who haven't the time or place to SUN BATHE can get the same tan and health benefits from an 8 to 15 minute ultra violet treatment. It is recommended for colds, coughs, asthma, anemia, arthritis, bronchitis, bursitis, rheumatic aches and pains, skin conditions, lack of energy, etc. Hours 9 to 12 and 2 to 4 daily except Sat. afternoon and Sun. —Adv.



CHEF A. FORD ROLLS A CHUNK of beef onto the real oak wood pit barbecue at Shep's Drive-In, the only desert area location with such a feature. Ford specializes in barbecued ribs, chicken, beef, pork, lamb and ham and his excellence at his art has earned him the title of "The Barbecue King." Desert Sun Photo

## 'Student Prince' Opens Tonight in San Bernardino

### Stretching It

HOLLYWOOD (UPI) — Producer-director Samuel Fuller is still loyal to the unit he served with during World War II.

During the war Fuller was with the Army's 1st Division. Since then he has made sure the division's insignia appears somewhere in each of his pictures. He had to stretch a little in his latest film, "Underworld, U.S.A." but he got it in — on the shoulder patch of an Army recruiting poster.

DIRECTLY OPPOSITE RIVIERA HOTEL THE HIDEAWAY 333 Vista Chino FA 4-9985 Rates from \$9.50 Single Apts. Spec. Weekly Rates Heated Pool T.V.

### The Desert Sun

Address all communications to Post Office Box 190 Palm Springs, Calif. Published evenings except Sunday and the following holidays: New Year's, Thanksgiving and Christmas. AT NEWSSTANDS: Single copies 10 cents.

Entered at the Post Office at Palm Springs, California, August 5, 1937 under the Act of Congress of March 3, 1879. The Desert Sun Publishing Co. will not be responsible for unsolicited manuscripts or photo-lots with or mailed to the Post Office.

BY CARRIER Daily MAIL RATES: Payable in Advance Daily \$1.50 month Year \$18.00 Address all communications to THE DESERT SUN PUBLISHING CO 114 NORTH PALM CANYON DRIVE —MEMBER— American Newspaper Publishers Assn. California Newspaper Publishers Assn.



## 2nd Annual SALE

on Contemporary and Transitional

### FURNITURE

Featuring Drexel and all Quality Lines

Thousands of Decorator Items

Phone DI 7-5533 83-211 Highway 111 INDO

Across from Mayfair Market

**SAVINGS UP TO 50%**

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**50%**

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# Editorial-Comments

THE DESERT SUN PUBLISHING COMPANY, Established 1927. George E. Cameron Jr., president; Carl W. Schooss, executive vice-president and publisher; Lew Levy, vice-president; C. C. Hutchens, secretary-treasurer; Don Klotzbuecher, managing editor; J. W. Richardson, mechanical superintendent.

The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert regions; to the support of that which it believes right and to the defeat of that which it believes wrong.

Page 4 THE DESERT SUN

Monday, Jan. 30, 1961

## A Tribute from Youth to Youth

The Desert area may well be proud of its teen-agers, especially its Teen-Angels.

This is a group of girls who aid the Angel View Crippled Children's Foundation in Desert Hot Springs, and who have so far contributed \$12,000 in three years toward operation of the Foundation's Clinic.

There never has been any question about the worthwhile service of the Foundation, and the aid given crippled children. In 1955, residents of Desert Hot Springs decided to present a Penny Carnival to raise funds, and Queen contest was held. Mary Bomar served as first Queen, and she collected \$200 that year for the clinic.

In 1956, Phyllis Smilen collected \$600.

Then Mrs. Esther Eaton, an active supporter of the Foundation for many years, came up with the name, "Teen-Angel," and it has since been copyrighted and printed in newspapers nationally and internationally as

a symbol of teen-age girls who have unselfishly and wholeheartedly gone out to collect money to help the children of Angel View.

Diane Kennedy became the first Teen-Angel in 1958, and her total donation was \$1,800. In 1959 Diane Copass went forward to bring the clinic \$3,500, and in 1960 Bonnie Blackstone was haloed Teen-Angel and her group brought in \$6,700.

This year the contest is scheduled to start about March 1, with the final selection set March 24 at the Palm Springs Riviera Hotel.

The group of Teen-Angels has been the recipient of several awards. Last year it received the Parents' Magazine Youth Group Achievement Award for Outstanding Service to the Community, and also was among the top 15 youth groups to be given the George Putnam Youth Award.

Achievement of these teen-age girls is a wonderful tribute from youth to youth.

## 'But Let Us Begin'

WASHINGTON, D. C. — Perhaps it is a good thing that John Kennedy did not cut loose with the material and eloquence of his Inaugural Address during last year's campaign. He might have won too big for his own and his country's good. Or he might have been beaten — much to his country's loss.

Timed as it was, after a close victory, after generous treatment of his defeated rivals, after arduous service in Cabinet-building and training for the main event, President Kennedy gave us one of the great speeches, and one of the great personal performances, of American history.

EVERYBODY WILL have his favorite theme in this brief but packed and poignant speech. My own feeling is that the President reached the zenith of wisdom and maturity in this passage:

"All this will not be finished in the first Hundred Days. Nor will it be finished in the first thousand days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin."

THIS PASSAGE recognizes at once, I think, the finite power of human and national efforts in this old, old world. It speaks for the proven thesis that almost all good is accomplished by evolutionary plans, rather than revolution.

tionary frenzy. It bypasses the Simple Simon assumption of the liberal philosophy which holds that mankind and his works can and must achieve perfection — leaving no satisfaction in the striving for achievement, and keeping nothing back for heaven.

Very likely, a national campaigner cannot afford to be this frank and this wise. He must bait the hook with gaudy and impossible pledges. Or to be less cynical about it, let us believe that a profound change and development take place within a sensitive, dedicated man between the time he is elected and inaugurated.

THE COUNTRY has a right to believe, on the basis of those few hundred words and seconds given to the Inaugural Address, that President Kennedy has far surpassed the Congressman, the Senator, the campaigner and even the President-elect who went by that name. I see no reason why we are not right in believing that this new President has the capacity of surpassing any leader that any living American has known.

For President Kennedy expressed, in a mere pocketful of words the faith that seems to burn in genius of every variety — the poet, the musician, the prophet and the gifted man of action. It is the faith which joins the past and present within a con-

— Holmes Alexander

NOT ONLY will the story of the desert be read on the sports pages of the nation but it will be told via radio and be eyed by millions on television.

"My fellow Americans: ask not what your country will do for you — ask what you can do for your country."

"My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man."

Perhaps, Mr. Kennedy knew these truths all the time, or perhaps he only lately learned them. It matters not — as long as the nation and the world can learn them under his leadership.

— Holmes Alexander

THE ONLY SETBACK Doug has had since clearing out of sports came just about a year ago when he was putting together his already fabled stable of Rolls. His phone in Beverly Hills rang imperatively one 3:30 a.m. A Rolls executive was calling from London. Had Mr. Whitney decided on a name for his reckless adventure?

"Yeah," Doug said. "I thought I'd call it Windsor Livery."

A SHOCKED SILENCE embraced the 6,000 miles of telephone wire. And a shocked voice broke the shocked silence. Like a shock, you might say.

"You are forbidden to use that name!" London intoned.

"Why?" Doug asked sleepily.

"Is there another firm using it?"

"Yes," the Rolls man said icily. "The Royal Family."

PRESIDENT KENNEDY, speaking at a Washington party, joshed his good friend Clark Clifford, who commanded the first stages of the transition period between the Eisenhower and Kennedy administrations.

IF THERE IS A recession in America, nobody has gotten around to alerting Doug's customers. His warren of elegantly chauffeured limousines is booked solid, most nights. And sometimes every daylight hour, too.

A New York dowager has a standing order for one from 2 to 3:30 each afternoon. She takes

her two french poodles for a ride in Central Park. One of the curs recently bit a filet out of chauffeur George Buchberger. Doug took immediate action, and it has made him a nominee for the S. P. C. A.'s top humanitarian award. He transferred Buchberger.

THE RETURN of the Democrats to the White House, you don't hear Clark clamoring. He served President Truman faithfully. He was of enormous service to me. Yet all he has asked is that the name of his Washington law firm be printed on the backs of all dollar bills."

I KEEP FEELING sorry for the Nixons.

"Pat is still in a state of shock," a mutual friend said at the Inauguration of President Kennedy.

There is a disposition in Washington and probably elsewhere to bypass the former Vice President as titular head of the party, a move that would discard as unimportant the votes of the nearly 35,000,000 who gave him the greatest support a losing candidate ever had. There is even talk that he will not be asked to speak for the Republicans at the next Gridiron Dinner, at which the President traditionally talks.

Even the defeated Tom Dewey, who was an overwhelming favorite to beat Harry Truman, didn't arouse this pity. Nor did Wendell Willkie, Alf Landon, Herbert Hoover or even Al Smith.

As for Adlai Stevenson, he won a warm burst of applause and laughter at the Gridiron dinner shortly after his first loss to Gen. Eisenhower when, at the start of his speech, he coughed apologetically and said, "A funny thing happened to me on the way to the White House . . ."

— Bob Considine

## This Side of The Sun

By Phat

This is the week  
We start big things  
All aiding the fame  
Of Palm Springs.

February, which gets rolling this week, is a short month but it will long on publicity for Palm Springs and the Desert Empire.

EYES OF the sport world will be on us as 128 of the nation's leading golf pros plus a few from far-off places will chase a little white ball around five lush desert country club courses and what they do will fill up columns of space in newspapers from coast to coast.

People will know that this is really the Winter Golf Capital of the World.

NOT ONLY will the story of the desert be read on the sports pages of the nation but it will be told via radio and be eyed by millions on television.

Then next summer in the lounge car when I proudly say I'm from Palm Springs people won't say, oh, that's in Florida, isn't it.

So far as I have been able to learn, there's no Palm Springs in Florida. They swiped the name of Hollywood and some other noted southland spots but not Palm Springs.

THESE IS A built-in time clock in a boy. And when I was in knee pants, I knew exactly when kite season started.

I knew when marble season started; I knew when top season began and when it ended.

THIS WAS KNOWN to all of us. There was no agreement. One day you came to school with a pocketful of marbles and said to another boy:

"You want to play a game of marbles?"

He said: "OK." And he dug down in his pocket and, sure enough, he had some marbles, too.

THIS WAS NOT the full-blood-

## Post-Inauguration Snow Storm



STAN DELAPLANE:

## How Dear to My Heart

By Phat

The day was fine and sunny. The kind of day that sets the neighborhood dogs on long energetic walks. Dogs have a very purposeful trot — they are going somewhere on important missions.

It was the kind of day that set the neighborhood cats on intense mouse hunts up on the hillside.

GREAT PRESSURE was exerted on me by my offspring to purchase a kite.

By these indications, I predict a short winter.

THE WORLD IS full of predictors — here is a scientist who predicts that man will shrink to two feet in the next million years.

I am a predictor of seasons.

WHEN SMALL boys ask for a kite, winter is over. I do not care if it is blizzarding outside. I do not care what the weather bureau says.

"Can I have a kite, Daddy?"

That is the prediction I listen to.

(I SAW two boys flying kites on this same day. That proves something.)

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THIS WAS NOT the full-blood-

## Dear Abby...

... by Abigail VanBuren



DEAR ABBY: The woman who said her daughter's wedding was spoiled because the baker sent a square wedding cake must have been pretty square herself. Where does it say a wedding cake has to be round? Our wedding cake was square and it wasn't even white — I love chocolate and so does my husband (and most people prefer it to any other flavor) so we ordered a chocolate wedding cake. The icing was white, of course, and I wish you could have seen the guests' faces when we cut the first slice.

NON-CONFORMIST

to be disappointed. "PRECISE"

DEAR ABBY: In the 32 years I have been in the baking business we have made (at the bride's request) square, oval, oblong, heart-shaped, shamrock-shaped, cross-shaped and horse shoe-shaped wedding cakes.

I would say that less than half of ALL wedding cakes we made were round. And we aren't square, either.

"YOUR FRIENDLY NEIGHBORHOOD BAKER"

DEAR ABBY: If you think a square wedding cake is odd, you should get around a little more.

My sister's wedding cake was made in the shape of TEXAS. Unfortunately, not many of the guests saw it because my brother-in-law got potted and fell in it right about El Paso and he broke it off clear to Galveston.

Sincerely yours,

LORETTA

"What's your problem?" For a personal reply from Abby, send a self-addressed, stamped envelope to ABBY, Box 3365, Beverly Hills, Calif.

Who pays for what? For Abby's pamphlet, "How To Have A Lovely Wedding," send 50 cents to ABBY, Box 3365, Beverly Hills, Calif.

For a personal reply, write to ABBY, Box 3365, Beverly Hills, Calif., and include a self-addressed, stamped envelope. Abby answers ALL mail.

## Quotes

### SLEEP MIGHT HELP

LONDON — Dr. Alfred B. Alexander has this advice for motorists who are afraid of falling asleep at the wheel: Take off your shoes.

In a letter to the British Medical Journal Alexander said driving with bare feet was a good remedy for pulling out a snooze.

They look fine, but they can't get close enough to the machines Sumpster explained.

### GALS BEST AIRMEN

HAMILTON AIR FORCE BASE, Calif. — Twenty-four airmen and six WAFs fired away at targets trying out for Hamilton AFB's 10-member rifle team. All six gals made the team.

The 20 airmen who were bested by the WAFs had an even worse shock coming. First Lt. Lois Minium, who scored 93 out of a possible 100, had never fired a rifle before.

British reserve? Not a bit of it.

"There's limited electricity on the premises and it gets too cold," Norma said.

### NO. THANKS

OXFORD, England — Oxford coed Norma Shepherd, 20, said no thanks when she was asked to pose unclothed for an artistic tableau.

British reserve? Not a bit of it.

Palm Springs had the distinction last weekend of being the locale for the first international World Film Festival sponsored by the Foreign Press Association, headed by Henry Gris of United Press. The Tennis Club made a brilliant setting-decorated with the flags of all nations—for the presentation of the 17 awards called "Henriettes." Gregory Peck and Jane Wyman were selected for the two top awards. A special award with plaque base was given to Ida Lupino as the "all woman of the year" for her versatility as a quadruple threat: producer, director, writer and actor.

At Safeway—Chicken of the Sea bite size tuna, 6 1/2 ounce can, 32 cents.—Adv.

### JANUARY 30, 1941

Most important step in preparing the way for Palm Springs' greatest project, the aerial tramway, was taken this week when an enabling act was introduced in both the Senate and the House at Sacramento. The bill, introduced in the Senate by Senator John Phillips and in the House by Assemblyman Nelson Dilworth, representatives of this district, provides the necessary legal foundation for this ambitious venture. The enabling legislation is necessary before the tramway can become a reality.

Palm Springs Christmas Seal returns amounted to \$637.85, it has been announced. This was an increase of \$125 over last year.

### JANUARY 30, 1931

Professor Albert Einstein and his party are so pleased with their visit in Palm Springs that they have declared they will return every season, if possible. They arrived here Friday as guests of Samuel Untermeyer, noted New York attorney, and will remain until tomorrow. The Einsteins have been deeply interested in the desert plants and Indian arts and crafts.



## Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates to FAirview 5-3005).

January 30  
Intermediate Rounds, every Monday, Horizon Trailer Park, 6 p.m.  
Barber Shop Quartet, every Monday, Coffman Jr. H. S., 8 p.m.

January 31  
Soroptimists, Biltmore, 12:15. Kiwanis, Chi Chi, noon. Woman's Club, style show luncheon, El Mirador, 12:15.

February 1  
Welfare & Friendly Aid, Health Center, 10:30 a.m.  
Optimists, Tennis Club, noon.  
Rotary, Chi Chi, noon.  
Rotary Anns, Chi Chi, noon.

February 2  
Lions, Chi Chi, 12:10 p.m.  
Cahuilla Chapter, D.A.R., anniversary luncheon, Biltmore, 12:30 p.m.  
Elks Lodge, dinner, 6:30; meeting, 8 p.m.  
Desert Duplicate Bridge Club, every Thursday Playhouse, 7:30 p.m.  
Insurance Women of Palm Springs and Coachella Valley, Security Bank, Ramon Road, 7:45 p.m.  
O.E.S. Star Point Night, Masonic Temple, 7:55 p.m.



SEAFOOD DINNERS at Riviera's Friday night Fish Fry is attracting local residents as well as visitors. Shown here, enjoying the food and the festivities are, from left, Robert Al-

xander, Mrs. Samuel Firk, Mr. Firk, Mrs. Robert Alexander and George Alexander. Firk and Alexander are the owners of the Desert Inn. (Riviera Photo).



"FARMER IN THE DELL" country dinners are making new friends for the Riviera. Here, enjoying the Sunday night dinner are two couples who are long-time friends, and who

were former El Mirador stockholders, the William Reichels, on left, and the Ed Houghtons, on right. (El Mirador Photo).



COUNTING HIS CHICKENS before they are hatched, Jack Hogan hosted a party celebrating in advance the hoped-for victory of his horse OINK, which he expects to win the \$145,000 Santa Anita Handicap on February 25. Pictured at the party which was

held in El Mirador's Silver Palm Room, is producer Mervyn LeRoy, who is chatting with photogenic singer Betsy Duncan, currently featured in the new Safari Room, that's the talk of the town. (El Mirador Photo by Conrad Hug.)

Your pancakes will not stick, and there will be no smoke or odor if you pack a small cotton bag with salt and rub the pan with it instead of using grease.

### Octogenarian Feted on Birthday

Lloyd King, who is a permanent guest at Desert Holiday celebrated his 80th birthday this week.

Out-of-town relatives and friends here to wish him many more, were his daughter and son-in-law, Mr. and Mrs. Paul Anderson from San Diego; lifetime friends, Mr. and Mrs. Clyde Lauer of Riverside and his father-in-law, Ned Neal with Dale Ridyr of Los Angeles.

Also at Desert Holiday are annual visitors, Mr. and Mrs. Samuel Bliss of New York (he's here to look over his many desert properties) and Mr. and Mrs. Harold Delaney from Toronto.

### Peanut Yams

Honey peanut yams are easy to prepare with a broiled dinner. Arrange 4 medium-sized yams, cooked and peeled, in a shallow pan. Top with 2 tablespoons of honey and 1/2 cup of peanuts. Broil 3 to 4 inches from heat source for 5 minutes, turning once during cooking. Serves 4.



## Houseguests Entertained at Luncheon

Mrs. Oscar Fredrickson of Sagebrush Road, honored her houseguests, Mrs. Ethel Knowlton of Piedmont, and Mrs. Rosita Royer of San Francisco, at the Ladies' Day luncheon at Shadow Mountain Club Wednesday. The honorees are neighbors of the Fredricksons, who also have a home in Piedmont, and flew South with them last week in their Beechcraft.

Among women joining them for luncheon were Mrs. Frank Daily of El Dorado Palms, Mrs. Axel Osburg and Mrs. Elma F. Edward of Seattle, Mrs. Bernice L. Jackson of Kansas City, Mrs. Claude Lane of Oakland and Palm Springs, Mmes. Lee Havener, Chancery May Hannah and Earle Arnold. The group adjourned to the lounge after luncheon and joined other club members in bridge.

### Shower Honors Mrs. Shipman

Wine punch was complemented by two pink, stork-decorated layer cakes when Mrs. Charles Ryan hosted a baby shower for Mrs. James Shipman in her Cardillo Avenue home. Mrs. Shipman received a complete layette for the new baby including a crib, playpen and walker.

Women gathered to wish the mother-to-be well were Mmes. Richard Lechner, Ray Ford, Robert Nydegger, Milton Jones, Jack Nelson, Fred Rhodes, Peg Rashall, Kenneth Brott and Reid Meyers. (Mrs. Shipman's sister-in-law). Also Misses Wanda Kennedy, Joyce Mawby, and Cleo Blunt.

## LAST TWO DAYS OF THE

# Palm Springs Furs

**\$50,000**

# FUR SALE

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Jackets and Coats  
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Mink, Beaver, Fox Trimmed Bernard Altman  
Lace-lined Cashmere Sweaters

WHEN WE SAY S-A-L-E WE MEAN IT...  
we're going back to the Fur Skin Auction to buy furs for next year and we NEED CASH!

Be sure to see our special buy of a \$10,000 Homo Violet Full Length Mink Coat

Everything Goes at Wholesale Cost of the Skins, Plus Our Labor

### For Example

\$695 Demi Buff Mink Stole . . . NOW \$435 plus tax  
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On Desert Inn Grounds with Wilson's House of Suede

# WOMEN of The Desert

Hildy Crawford, Society Editor

Monday, Jan. 30, 1961 THE DESERT SUN Page 5

## Episcopal Churchwomen to Convene in Los Angeles

More than 1,000 Episcopal Churchwomen of the Diocese of Los Angeles including Southern California's eight counties from Santa Barbara south to San Diego, will hold their annual business meeting Monday, January 30 from 10 a.m. to 3 p.m. in downtown Los Angeles.

Reports of Diocesan officers and chairmen will precede the election of 1961 officers, according to Mrs. Edward S. Thompson of San Marino, Diocesan president who announced that the morning session will take place at St. Paul's Cathedral, 6th and Figueroa Streets in downtown Los Angeles.

Rev. Rollo M. Boas of Los Angeles, chairman of the Commission on Alcoholism, will give a morning report. Rt. Rev. William Fisher Lewis of Seattle, Bishop of Olympia, will be the speaker at luncheon in Pacific Room of the Statler-Hilton at 12:30 p.m. His subject will be "Wanted Salvation."

Women from all parts of Southern California will be in attendance, including Palm Springs, which will be represented by Mrs. Francis Crocker, president of the Guild of St. Paul's in the Desert Episcopal Church.

Rt. Rev. Francis Eric Bloy, Bishop of Los Angeles, will install all Diocesan Convocation, Parish, and Mission officers and

## Filling

Two unusual sandwich fillings have a cottage cheese base. Mix together 1 cup of small curd cottage cheese and 1/2 cup of orange marmalade. Spread on slices of toast. Or mix 1/4 cup of walnuts and 2 tablespoons of chopped raisins with 1 cup of small curd cottage cheese and 1/4 cup of orange bread.

Woodenwear that has any odor of food in it should be soaked in hot water and household ammonia briefly.

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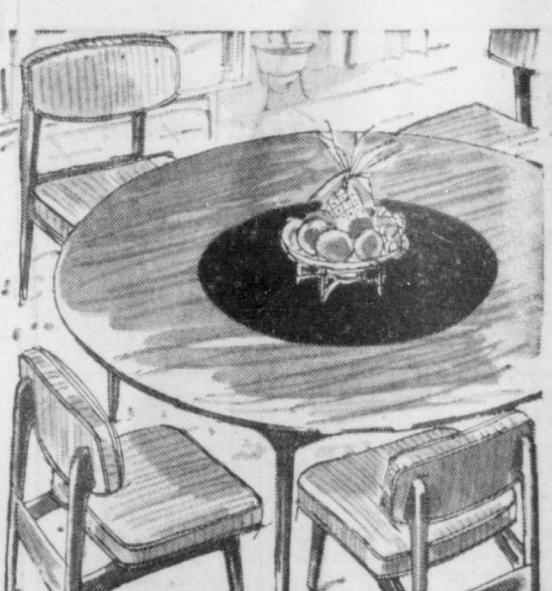
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"THE THREE OF US" entertaining nightly except Monday

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Real Oak Wood Pit featuring  
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DELICIOUS LUNCHEONS from \$1.25  
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RESERVATIONS FA 4-3291 or FA 4-3292

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HOME-COOKED MEALS  
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BRUNCH from . . . 10:00 A.M.  
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Cocktail Lounge and RESTAURANT  
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COMPLETE DINNER \$1.95  
MON.—Ground Round Sirloin of Beef  
TUE.—Tenderloin of Beef Chow Luk  
WED.—Braised Short Ribs of Beef  
THU.—Breaded Veal Cutlet  
FRI.—Mahi-Mahi (Fish Specialty)  
SAT.—Corned Beef and Cabbage  
ENTERTAINMENT NIGHTLY AT THE PIANO BAR  
Your Host—Roy Bradley  
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Parking at rear

**Bob Howard's Sportsman**  
Cocktail Lounge and RESTAURANT  
FINEST OF FOODS AND DRINKS  
Entertainment Nightly Featuring  
**JERI SULLIVAN** AND **JACK PFEIFFER**  
In Our Cocktail Lounge  
NOW ENJOY **DICK HENSON'S RENDEZVOUS**  
Finest American and Mexican Cuisine  
OPEN DAILY 10 A.M. TIL 2 A.M.  
Corner Indian Avenue and Andreas

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You'll Enjoy Eating What You Want "As You Like It" from  
**Jim's Carnival Buffet**  
IN PALM DESERT  
FEATURING LUSCIOUS CHARBROILED HAMBURGERS and STEAKS  
Tasty HOT DOGS, Chilled SALADS, Flaky Crust Home-Made PIES, COFFEE in the Bottomless Cup  
Breakfast—Lunch—Dinner  
73-759 Highway 111, Palm Desert  
7 a.m. to 7 p.m.  
LOTSPARKIN

# Player Set for Classic



**BULLDOGGIN** WAS an exciting event in the 21st Annual Palm Springs Mounted Police Rodeo. Pictured above, Joe Staley attempts to turn a steer and tie it up, but lost by scant seconds to Ted Reed of Whittier. Other

events that thrilled crowds were the calf roping, saddle bronc riding, bareback bronc riding, and Brahma steer riding. (Desert Sun Photo)

## 12,000 Fans See 21st Mounted Police Rodeo

An estimated 12,000 persons Sunday attended the 21st Annual Palm Springs Mounted Police Rodeo at the Polo Grounds and watched scores of the nation's leading cowboys perform at steer-wrestling, calf roping, saddle and bareback bronc riding and racing. In a grudge race between six local men, members of the Mounted Police, Jim Shirley won the race, by two lengths ahead of his nearest competitor, Larry Paul, with Dale Johnson third.

IN THE BRAHMA bull riding, Clyde May of Arizona stayed on top a twisting, turning mount for the full time to win money in that category.

Winners in other events included: Guy Pinckney, Napa, calf roping; Ted Reed, Whittier, bulldogging; Tom Downey, Riverside, bareback riding; and Enoch Walker, Cody, Wyo., saddle bronc riding.

In a special event, barrel racing, pretty Sammy Thuren of Las Vegas, Nev., in 17 seconds flat, took honors against a total of eight contestants.

ONE OF THE MOST spectacular presentations of the afternoon were the Onondarks' of Saugus, Calif., who teamed up 40 strong to do fancy riding and jumping. Made up completely of girls, the group did precision riding.

Two clowns presented a dozen laugh-provoking skits for the record crowd.

### Richey Captures Thunderbird Title

SCOTTSDALE, Ariz. — **UPI** — Nancy Richey of San Angelo, Tex., reigned today as the women's singles champion of the ninth annual Thunderbird Tennis Tournament — ahead of the first-ranked women's player in the country.



**PRETTY SAMMY THUREN**, Las Vegas, Nev., won the barrel race by speeding her horse around the barrels in record time to beat her nearest competitor by a slim four-tenths of a second. One of the largest crowds in Rodeo history attended the two-day event. (Desert Sun Photo)

## BASEBALL WRITERS HONOR STENGEL

NEW YORK **UPI** — They came to spoof the game they love so much but they stood to honor one of their own.

The setting was the ornate Grand Ballroom of the Waldorf-Astoria Hotel and the occasion was the 38th annual dinner of the New York chapter of the Baseball Writers Association of America.

THE USUAL AWARDS were made and each presentation was greeted with customary applause.

The Ben Epstein "Good Guy"

Award — named for the late New York Daily Mirror sports writer — was given to former New York Yankee Manager Casey Stengel, the Babe Ruth Award went to second baseman Bill Mazeroski of the world champion Pittsburgh Pirates and the Sid Mercer Memorial Award was given to pitcher Warren Spahn of the Milwaukee Braves as the 1960 Player of the Year.

CASEY WASN'T on hand to receive his award.

### WEEKEND IN SPORTS

## Thomas Sets Jump Mark, Soviet Breaks It

By United Press International Saturday

BOSTON — **UPI** — John Thomas cleared 7 feet 3 inches at the Boston Athletic Association games, adding a half-inch to his recognized world indoor high jump record.

HIALEAH, Fla. — French-bred Wolfram closed fast in the stretch to win the \$33,900 Bouganvillea Turf Handicap at Hialeah Park.

LENINGRAD — Valeri Brumel, 18-year-old Moscow student, high jumped 7 feet 4½ inches, the highest jump in history, indoors or outdoors, Tass, the official Soviet news agency reported.

BOWIE, Md. — Moon Shot equalled the Bowie track record

of 1:03 4-5 in winning the \$14,325 Burch Handicap at five and one-half furlongs.

NEW YORK — Florentino Fernandez of Cuba knocked out Rory Calhoun of White Plains, N. Y. in the eighth round of their scheduled 10-round bout at Madison Square Garden.

ARCADIA, Calif. — **UPI** — Prove It, ridden by Willie Shoemaker, won the \$167,370 Santa Anita Maternity for his eighth victory in nine starts.

WASHINGTON — Bob Brown of Penn State won three dashes and Don Bragg won the pole vault event at 15 feet 1 inch in the 14th annual Washington Star Games.

NEW YORK — Tommy Richardson, president of the International League, announced that Syracuse, N.Y. would replace the Montreal baseball franchise in the league.

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Behind Palm Springs Imports  
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COLORADO SPRINGS, Colo. — Laurence Owen, 16-year-old Winchester, Mass., girl, won the United States women's figure-skating title.

NEW YORK — In a three-way National Football League deal, the Chicago Bears acquired quarterback Billy Wade, the Los Angeles Rams received defensive halfback Lindon Crow, and the New York Giants got defensive back Erich Barnes and offensive guard John Guzik.

SUNDAY — PARIS — France's Masina scored a two-length victory over Italy's Tornes in the \$60,000 Prix d'Amérique — Europe's richest harness race.

SYDNEY — British driving ace Stirling Moss triumphed in the "International 100" at the War-

## Pockets 'Lucky' Winnings

By HAL WOOD

SAN FRANCISCO — **UPI** — The \$50,000 Lucky International golf tournament turned out to be both lucky and international for South Africa's greatest golfer of this era — Gary Player.

While the touring "follow the sun" professionals left rain-swept San Francisco today for the heat and sun of Palm Springs in the south, Player was busy banking \$9,000 he collected for a fast winning finish Sunday on sudden Harding Park course.

THE PALM SPRINGS Classic, another \$50,000 event that offers a \$50,000 bonus for a hole-in-one, opens on Wednesday and is a 90-hole affair, spread over five golf courses.

It would appear that Player, a short and stocky 25-year-old muscleman, should be in condition to go the distance.

After he fired a six-under-par 65 Sunday through driving rains he volunteered the information that a new diet made the difference.

"**MY PLAY OFF** the tees never has been better," he said. "I'm hitting as long as anybody on the tour with the possible exception of George Bayer. I credit part of this improvement to the fact that about nine months ago I went on a diet that calls for a lot of honey, fruit and nuts.

"Now, when I start to feel tired on the back nine I start eating some dried fruit."

This has been a basic diet for Australian distance runners — but this is the first inkling that it might help golfers.

PLAYER IMPROVED every day during the tournament. He posted rounds of 70-69-68-65 for a 272-12 strokes under par for 72 holes. Bayer, the slugger from South Pasadena, Calif., and Don Whitt of Borrego Springs, Calif., finished in a deadlock for second at 274, each collecting \$3,800.

Tied for fourth were Don January, Dallas, Tex., and Al Geibiger, Santa Barbara, Calif., each with 275 and picking up \$2,450.

There was a log jam of players within one stroke of each other after nine holes Sunday and as late as the 13th hole he was tied with Bayer, Whitt and Geibiger.

### GRETA SAYS SHE'LL TRY SWIM AGAIN

HONOLULU **UPI** — Greta Andersen, who ended four miles short of her bid to conquer the Molokai Channel, planned today to take another crack at the treacherous waters sometime this spring.

"I will try it again," she said after being hauled out of the water late Saturday night 16 hours and 38 minutes after plunging into the surf for the start of a scheduled 28-mile grind from Molokai to Oahu.

OHIO STATE meets two more conference rivals this coming week, Wisconsin and Michigan, in an effort to extend its 4-0 Big Ten mark and its 14-0 overall record for the 1960-61 campaign as the nation's only unbeaten team.

BOTH SECOND-RANKED St. Bonaventure and Bradley, rated No. 3 have identical 14-1 records, but each have important engagements before they meet. The Bonnies, whose only loss was by two points to Ohio State, plays Marquette on Tuesday while, on the same night, the Braves, making a runaway of the Missouri Valley Conference, where they're 5-0, take on league rival Cincinnati.

The Bonnies were idle this weekend while Bradley downed Marquette, 84-68.

HOLLYWOOD, Fla. — Phyllis Pruess and Barbara Williams won the Women's International Fourball amateur golf tournament by defeating Ann Casey Johnstone and Marlene Streit, 3 and 2.

NEW YORK — Max Carey and Billy Hamilton were unanimously voted into baseball's Hall of Fame by a special old-timer's committee of the Baseball Writers Association.

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"We Soften the Water for You"  
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Serving all of the Coachella Valley  
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## Little League Schedules to Be Discussed

### February Meet To Eye Progress On Williams Park

Schedules for the 1961 season of the Palm Springs Little League will head the agenda when the organization holds its February meeting at 7:30 p.m., Wednesday, in the City Hall conference room, it was announced today by A. G. (Woody) Woods, president of the league.

Also on the discussion list is a progress report on the new John W. Williams Little League Park, currently under construction for Little League play this spring.

OTHER MATTERS include appointment of managers for Little League entries and methods for drafting players to new teams in the league.

Woods urged all manager and coaches to attend the meeting and additionally pointed out that adults who have an interest in furthering Little League programs for Palm Springs would be welcomed at the session.

"We expect to have a total of 24 teams in operation in the Palm Springs Little League in our forthcoming season," Woods said, "and we'll need at least 60 adults to aid in supervisory roles."

### Pair Win Tests At Caliente Track

AGUA CALIENTE, Mexico **UPI** — Big Risk and Evil Eye won the feature races over the weekend at Caliente race track, the former paying \$14.80 and the latter \$4.20 for the victories.

## SPORTS in the Sun

THE DESERT SUN Page 7 Monday, Jan. 30, 1961

### Carey, Hamilton Join Hall of Fame

NEW YORK **UPI** — Max Carey and the late Billy Hamilton, two of the dead ball era's greatest stars, have received their long-overdue recognition as members of baseball's Hall of Fame.

St. Bonaventure and Bradley — a couple of small town teams with big time players — have been sharing the No. 2 spot for most of the season and they'll get a chance to see who rightfully owns it when they meet this Thursday night at Madison Square Garden.

TOP-RANKED OHIO State, on its way to the Big Ten title and the national championship, made Purdue its 19th straight victim Saturday in the Buckeyes two-season winning streak. Although All-American Jerry Lucas was outscored by fellow Olympian Terry Dischinger, 26-17, five Ohio State starters hit double figures as the Buckeyes routed the Boilermakers, 92-62.

Ohio State meets two more conference rivals this coming week, Wisconsin and Michigan, in an effort to extend its 4-0 Big Ten mark and its 14-0 overall record for the 1960-61 campaign as the nation's only unbeaten team.

BOTH SECOND-RANKED St. Bonaventure and Bradley, rated No. 3 have identical 14-1 records, but each have important engagements before they meet. The Bonnies, whose only loss was by two points to Ohio State, plays Marquette on Tuesday while, on the same night, the Braves, making a runaway of the Missouri Valley Conference, where they're 5-0, take on league rival Cincinnati.

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NOT AGAIN! - IF IT'S  
NOT MILK, IT'S WATER YOU SPILL!

NATURE?

SURE! EVERY ONE  
KNOWS WATER SEEKS  
ITS OWN LEVEL!  
THERE'S PROBABLY AN  
UNDERGROUND SPRING  
BENEATH THIS ROOM!

CAN I HELP  
IT IF I HAD A  
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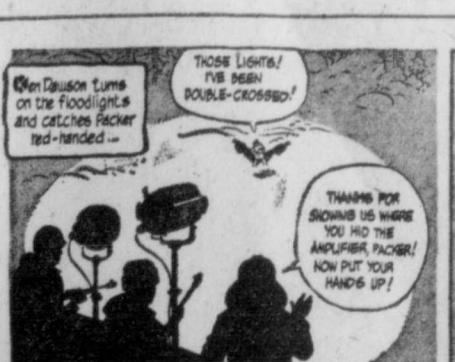
DO YOU STAY  
UP NIGHTS  
THINKING OF  
EXCUSES?

GORDO



Due to delay in mail delivery, today's Mark

Trail Strip will not appear.



CHOOSES NEW YORK

# Directors Warn Hollywood Can Cause Stagnation--Climate, Work

By DOUGLAS DILTZ

United Press International  
HOLLYWOOD, Calif. — A contemporary director who makes his home in Hollywood is apt to mortgage his talent — at least that's the opinion of director Daniel Petrie, whose current picture is Columbia's "Raisin in the Sun."

"I choose to operate out of New York," said the youthful Petrie, who has been doing most of his recent work with producer David Susskind.

"IN HOLLYWOOD there's a danger of stagnation for a director," said Petrie. "This is not only because of the lethargic way the business itself functions, but because of the climate."

He thinks it's easy for a director to go native in Hollywood's balmy, semi-tropical climate.

"I FIND THAT you don't have the get-up-and-go like you do in New York," he said. "It's exceedingly easy to slip into a sort of beachcomber frame of mind. This is a bad thing for your work."

But more important, the young director went on to say, the psychological atmosphere of the movie capital can be harmful unless taken in small doses.

"IT'S A HIGHLY artificial society and, hence, not good for a director," Petrie said. "Too many things are too much out of proportion."

"SPOSS, INSTEAD OF HAVIN' TWO INNER SELFS..."

AN ONLY ONE BODY...

...YOU HAD TWO BODIES AN ONLY ONE SELF?

**Movies-TV-Radio**

Page 8 THE DESERT SUN Monday, Jan. 30, 1961

## DAILY CROSSWORD

ACROSS

1. Rope fiber
5. Denomination
9. Kind of
10. Edible
12. Oil of roses
13. Rugged
14. Kill
15. Procurator
16. Pronoun
17. Male
18. Spreads
19. Biblical
22. Affected
23. Galli-Curd,
25. Crown of
27. Citrus
30. Winter
31. Merriment
32. Sun god
33. Christmas
35. Resorts
37. Italian
38. Gloss
39. Kind of
40. Suspends
41. Pieces out
42. Before (prefix)

DOWN

1. Man servant
2. "boy"
3. Remain
4. Odin's son
5. Blenniah
6. British peer
7. Genesis subject
8. Be unsteady
9. Turkish officer
11. Sows
15. Stony
17. Chart
20. Footnote
21. Spawns
22. Mother of fish
23. "boy"
24. Scotch
25. Viti-ated
26. Poetic name
27. Nova Scotia (Fr.)
28. Farmers' group
29. Relieves
31. Runs away
32. Aurora
33. Scallop
34. Visitor
35. Diving bone
36. Sledging
37. Cossacks
38. Vampires mud
39. Nitrate
40. Santa
41. Gnomes
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43. Sledges
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# Let an Expert Do it—See Classification 15

## LEGAL NOTICE

NO. 745  
CITY OF PALM SPRINGS, CALIFORNIA  
SPECIAL PROVISIONS, SECTION 1  
NOTICE TO CONTRACTORS  
Sealed proposals will be received at the office of the Purchasing Agent, 3209 McCallum Way, Palm Springs, California, until 11:00 a.m. February 3, 1961, at which time they will be publicly opened and read, for the purchase of materials, labor, equipment and supplies, for grading, placing asphaltic concrete pavement, installing Portland cement concrete curb, gutters and sidewalks, and other incidental work in Alejo Road between Belardo Road and North Palm Canyon Drive, Palm Springs, California, as outlined in the plans and specifications.

Plans may be seen, and forms of proposal, bid, contract and specifications may be obtained at the Office of the City Engineer, 3209 McCallum Way, in the City of Palm Springs, California.

### LABOR RATES

Classification Rate Per Hour  
Air Compressor Operator . . . . . 13.33  
Asphalt Baker and Ironer . . . . . 3.29  
Concrete Spreader Spreading . . . . . 3.85  
Electrical Tanning or Finishing . . . . . 4.11  
Machine Operator . . . . . 4.11  
Cement Mason . . . . . 4.11  
Driver of Dump Trucks (less than 4 yds. water level) . . . . . 3.95  
Driver of Dump Trucks (4 yds. water level, but less than 8 yds. water level) . . . . . 3.95  
Driver of Dump Trucks (8 yds. water level, but less than 12 yds. water level) . . . . . 3.95  
Driver of Trucks (legal payload capacity less than 8 tons) . . . . . 3.65  
Driver of Trucks (legal payload capacity between 8 & 10 tons) . . . . . 3.95  
Driver of Trucks (legal payload capacity between 10 & 15 tons) . . . . . 3.45  
Flagmen . . . . . 3.08  
Heavy Duty Repairman . . . . . 4.11  
Laborer, General Construction . . . . . 3.08  
Master Painter Operator—including any type of power blade . . . . . 4.21  
any operator and tender of pneumatic and electric tools, vibrators, chisels and similar mechanical tools not separately classified . . . . . 3.29  
Port Operator . . . . . 3.92  
Skin Loader—Wheel Type (% yds. or less) . . . . . 3.57  
Skin Loader—Wheel Type (% yd. to 2 yds.) . . . . . 4.11  
Tractor Operator, bulldozer and push tractor . . . . . 4.11  
Universal Equipment Operator (shovel, back hoe, dragline, derrick, derrick grader, clamshell or crane) . . . . . 4.21  
Water Truck Driver—under 2500 gal. . . . . 3.45  
Water Truck Driver—2500 gal. to 4500 gal. . . . . 3.45  
Any classification omitted herein . . . . . 3.05  
Overtime shall not be less than one and one-half times the foregoing rates . . . . . 3.08  
Apprentices will be paid 50% of the rate they are properly indented to the Contractor in full compliance with the provisions of Section 1777.8 of the Labor Code.

It shall be mandatory upon the Contractor to whom the contract is awarded to subcontractors to tender him to pay not less than the specified rates to all laborers, workmen and mechanics employed by them in execution of the work.

No bid will be accepted unless it is made on a proposal furnished by the contractor. Each bid must be accompanied by cash, certified check or cashier's check, or bidder's bond made payable to the City of Palm Springs, for an amount equal to at least ten (10) percent of the amount bid and guarantee to the bidder should the bidder be required to furnish the work awarded fail to enter into the contract.

No bid will be accepted from a contractor who has not been licensed in accordance with the provisions of Chapter 9, Division 11, of the Business and Professions Code.

The City of Palm Springs reserves the right to reject any or all bids or to accept the bid which is deemed best in the interest of the City.

DATED: January 18, 1961.

CITY OF PALM SPRINGS

SHEDY LANGFORD, Purchasing Agent

Published: Jan. 23, 1961.

No. 751

NOTICE OF ELECTION

Two (2) Members of Coachella Valley Junior College District.

Unincorporated District.

Two (2) Members of Palm Springs NOTICE IS HEREBY GIVEN to the voters of the above districts of the County of Riverside, California, that, according to the provisions of the Education Code, Section 13400, California, the biennial election for the above officers will be held on April 18, 1961, for the purpose of electing the number of such officers indicated above.

PRECINCT 1 POLLING PLACE

1. Desert Hot Springs School

2nd and Palm Drive

Desert Hot Springs, California

2. Desert Hot Springs School Office

173 Tahquitz Drive

Palm Springs, California

3. Katherine Finch School

Multipurpose Room

77-8000 California Avenue

Palm Springs, California

4. Frances S. Stevens School Lobby

538 N. Palm Canyon Drive

Palm Springs, California

5. City High School Office

833 Mesquite Avenue

Palm Springs, California

6. Cahuilla School Multipurpose Room

533 Cahuilla Avenue

Palm Springs, California

7. Cleo Vista School

650 Paseo Dorotea

Palm Springs, California

8. City High School

2nd and Van Flinck

Cathedral City, California

7-814 Highway 111

Rancho Mirage, California

9. 72-695 La Canada

Thousands Palms, California

The polls will be kept open between the hours of 7 o'clock A.M. and 7 P.M.

The election returns will be canvassed by the county superintendent of schools at 9:30 o'clock A.M. on April 25, 1961, at 4015 Lemon Street, Riverside.

The last day for filing declaration of candidacy with the county superintendent of schools is April 17, 1961.

DATED: April 18, 1961.

RAY W. JOHNSON

County Superintendent of Schools

By Beverly Engberg

Published: Jan. 23, 1961. Feb. 1961.

6. 750

CERTIFICATE OF INDIVIDUAL DOING BUSINESS UNDER A FICTITIOUS NAME

Civil Code Sec. 2466-68

STATE OF CALIFORNIA

1. I hereby certify that I am transacting business in the State of California.

2. I am not a citizen of the United States.

3. I am not a citizen of the State of California.

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# You'll Find the Best Home Values Right Here

Real Estate For Sale 35 Real Estate for Sale

**BUY TODAY**  
Rejoice Tomorrow

TRY THIS DUET  
WINTER one block west of Shadow Mountain Club. 2 Bedroom, den, 2 bath, 2 car garage. Sound, modern, custom built, on large landscaped view lot for \$32,000. AND Fern Valley sturdy mountain cabin in Idyllwild's Tall Pine tree country. 3 bedrooms, big living room with fireplace, at \$14,000. Live COOL and COZY in summer.

ALSO, 2 blocks west of Club in Palm Desert — Triplex, 2 bedrooms, 2 baths, kitchen, patio apartments. 2 furnished. All with stoves, refrigerators, refrigerated air conditioning, furnace heat, view. \$47,500.

CHOICE residential lot near Golf Course and Shadow Mt. Club. Cash out at \$4000.

NEW 24 unit ultra modern hotel near Riviera. Doing excellent business. \$250,000. Will trade up.

BUY NOW BEFORE BARGAINS GO BYE, BYE.

**Mildred S. Potter**  
HAROLD N. BECK, ASSOCIATE  
REALTOR  
431 N. PALM CANYON  
325-6912 325-3558

## BEST BUYS

MODERN almost new 3 bedroom 2 bath. All built-in kitchen, fully carpeted, shutters, refrigerated air conditioning. Artistic landscaping, automatic sprinklers. Large beautiful swimming pool. Ready to move in. \$27,000—\$5000 down—easy terms.

**Little Tuscany**  
MILLIONAIRE ROW — Panoramic view, extra large lot, \$15,500. SEE.

**EXCLUSIVE AGENT  
ADOLPH ISRAEL**  
"THE BUYER'S BROKER"  
671 N. Palm Canyon Drive  
Phone FA 5-2981

## Price Is Right

FURNISHED 3 bedroom 2 bath house, large family room. Evaporative and refrigerated cooling. Washing machine, garage, fenced, sprinklers front and rear. \$20,000.

LARGE R-1 LOT — Palm Canyon Mesa tract — \$5500.

**Ralph Weinstein**  
REALTOR  
256 So. Palm Canyon Drive  
Phone 325-2884

**OWNER SAYS  
"SELL!"**

THIS ULTRA - SMART 4 bedroom 3 bath home in prestige location. One year new. Lovely pool and patio area. Automatic sprinklers, refrigeration cooling.

**Ernie Dunlevie  
Associates**  
1807 N. Palm Canyon 324-1237

## A GEM

In "Millionaire Row"

DELIGHTFUL 3 bedroom 3 bath home on a walled corner lot 130' x 150', beautifully planted. South patio terraced to a 40 ft. azule blue pool. Carpeting, stove, refrigerator and some furniture included.

SPECIALLY PRICED \$49,500

**Muriel E. Fulton**  
REALTOR  
125 S. Palm Canyon 325-2225

**BUY LIKE RENT  
Dream Homes**  
Palm Springs,  
Palm Desert

GI — FHA — CAL VET  
QUALIFIED Veterans can buy for no down payment. Total monthly payments average \$113.

Tract Office, 31-256 San Luis Rey  
FA 4-1680

**SETTLE ESTATE**

THIS lovely 2 bedroom, 2 bath, all furnished. Near new. Located in good area, will be sacrificed for immediate sale. Relatives here to sell at once.

\$21,500

SUBMIT DOWN—GOOD TERMS

**BOB WINSLOW**  
260 N. Palm Canyon — 325-2121

2 BEDROOM furnished, hillside doll house. 1 acre. \$13,500.

3 BEDROOM, luxury estate area. Walk downtown. \$50,000.

RAW LAND — \$125 PER ACRE

**ROSLYN LANG**  
REALTOR  
1175 N. Palm Canyon 324-9606

CALL FA 5-5005 FOR CLASSIFIED

## ATTENTION FIXER - UPPERS!

FOR SALE  
THE GREATEST VALUE  
IN DELUXE DEEP WELL ESTATES

ON EXCLUSIVE STREET WITH  
HOMES UP TO \$200,000. LOT VALUE  
ONLY — \$12,000

2 BEDROOMS — 2 BATHS

\$26,500 — CARPETS AND DRAPES  
LOW DOWN PAYMENT

BY APPOINTMENT ONLY  
Phone Lew Levy or Sylvia Levy FA 5-2855 or 4-9282

**Another One of Our  
OUTSTANDING  
South End Buys!**

\$31,500 — CARPETS AND DRAPES

3 Bedrooms, 2 Baths, Enclosed Garage

WELL CONSTRUCTED home, south patio, heated and filtered pool. Furniture can be purchased from owner at nominal cost.

**NEAR CAHUILLA SCHOOL  
AND  
CAMERON SHOPPING CENTER**

BY APPOINTMENT ONLY  
Phone Lew Levy or Sylvia Levy FA 5-2855 or 4-9282

**Real Estate for Sale** 35 **Real Estate for Sale** 35

## Weekly Specials

WALKING DISTANCE to shops. Neat, desert planting, enclosed yard. 2 Bedrooms, 2 baths. Submit \$23,500.

LINNEENS, dishes, everything included in this 4 bedroom 3 bath home. Pool, yard, lighting, landscaping, completely walled for privacy. Offered far below replacement costs. See us for details.

CLEAN AS A WHISTLE — tip-top shape inside and out! 3 master bedrooms, each with bath and outside entrance. Well furnished. Immediate occupancy. \$42,500.

SPANISH AND ADOBE

HOMES priced from \$15,000 to \$55,000. 2 to 5 bedrooms. See us for details.

**Theresa Press**

REALTOR  
ROBERT P. PRESS, Associate

110 East Palm Canyon Drive  
325-5282 — 325-5294

**A Discriminating  
Buyer**

WILL LOVE this beautiful new home in Deep Well. Newest type appliances in the complete built-in kitchen including a Tappan 400 range. Completely furnished in Modern d e c o r. Refrigeration cooled. Large heated and filtered pool. Walled lot. All this for only \$69,500. Terms available.

Exclusively With

PHILIP SHORT & ASSOCIATES  
REALTORS

278 S. Palm Canyon 325-2179

**\$295 DOWN**

SACRIFICE by Owner. Very nice 3 bedroom house with 2 full baths. Fully carpeted and custom draped. Built-in stove and oven, garbage disposal. Refrigerated air conditioning and forced air heat ducted into every room. Large fenced yard. Full price \$17,950. Inquire at 2275 Starr Rd. Turn right on Via Escuela, 1 block north of Riviera Hotel.

Competely Remodeled

4 BEDROOM, 2 bath, built - in kitchen, carpets. Must sell — \$21,500. Excellent terms. Be sure to see this one before you buy!

**JIM SHARPE**

REAL ESTATE  
1554 N. Palm Canyon 325-2545

If No Answer — 324-9528

**MUST SELL**

FURNISHED 5 bedroom 4 bath. Pool. Large lot. Best location.

1045 N. CAHUILLA  
Open 10 to 4 Daily

3 BEDROOM home in exclusive Lilianna Gardens, large playroom. 2800 sq. ft. of living area, perfect family home. Priced for quick sale by owner. \$26,000. Phone 324-4553

**MUST SELL**

BEST built new 3 bedroom, dining room, family room, 2 baths, built ins, double car garage. Refrigeration. Call Owner 325-7409.

**PRICE SLASHED THOUSANDS**

FURNISHED 3 bedrooms, 2 baths, pool, fireplace, built-ins, covered patio, beautiful view, many extras. Owner 324-3765.

**CALL FA 5-5005 FOR CLASSIFIED**

## RANCHO MIRAGE HOME OF LUXURY

Completely furnished home, nice furniture, 3 bedrooms, 2 baths, large living room, dining space, family room, complete kitchen including washer and dryer, intercom to each room. Large lawn fenced, double garage, plenty of shrubs and palm trees, sprinkling system, refrigerated air conditioning, forced air heat. Very large pool with colored lighted fountain. Home is located 2 blocks south of Highway 111 on West Veldt at end of street. West Veldt is located 2 blocks west of Post Office. House number is 71-553 Mirrle Road.

SEE LARGE SIGN AND FLAGS  
OPEN DAILY. EVENINGS BY APPOINTMENT

Owner Mr. and Mrs. L. K. Gerkey — FA 8-3522  
Very Special at \$34,950—Terms If Necessary

## PALM SPRINGS NEWEST AND SMARTEST HOME DESIGN

3 BEDROOMS, 2 ROMAN BATHS, PLUS  
MANY INTERESTING FEATURES. WALL-TO-  
WALL CARPETING, REFRIGERATION,  
LANDSCAPED LOTS

PRICED FROM \$23,950—CONVENIENT TERMS

— Also —

SHOULD YOU WISH TO BUILD YOUR  
OWN CUSTOM HOME . . . BE SURE TO CHECK  
OUR MANY PLANS AND REASONABLE PRICES

## STANTON - GRAHAM HOMES

MODEL HOME OPEN DAILY  
490 FARRELL DRIVE, CORNER OF ALEJO ROAD  
PHONE 324-5173

**Real Estate for Sale** 35 **Real Estate for Sale** 35

## AMY NELSON

\$18,500 — 2 BEDROOM home. A-1

condition. Top location.

\$17,500 — NEW 3 bedroom, 2 bath,

garage. Lease \$150 month.

\$17,950 — FURNISHED 3 bed-

room home, pool. Lot in trade.

\$21,500 — 2 BEDROOM home, pool

South side. Beautiful grounds.

\$24,500 — 3 BEDROOMS, 2 baths,

refrigerated. Trade Orange Co.

\$42,500 — 5 FURNISHED units,

South side. 3 years young.

\$33,000 — LEVEL lot, 100' x 100'.

\$4750 — CORNER lot, 100' x 110'.

\$4975 — VIEW lot, 100' x 128'.

RENTAL — 3 bedroom, 2 bath, furnished. \$160 mo. lease.

**AMY NELSON**

REALTOR  
2277 N. Palm Canyon 325-5254

**Name Your Deal!**

4 BEDROOMS, 3 baths, giant

sized living room, built-in stove,

dishwasher, disposal. Fenced,

elegant landscaping. Carpets.

Asking only \$29,500. Vacant.

Ready for occupancy.

OWNER — FA 6-6525

PROPERTY AT:

Corner of Debbie Drive and

Terry Lane.

PHONE for showing anytime — We

want to make a deal now!

**\$1500 DOWN**

FURNISHED 3 bedroom, 2 bath,

kitchen with dishwasher, g a r-

bage disposal, built-in range and

oven and refrigerator. Forced air

heat and refrigerated cooling.

Beautifully landscaped corner lot

with heated POOL. Monthly pay-

ments less than rent.

ONLY \$29,500

Exclusively With

PHILIP SHORT & ASSOCIATES

REALTORS

278 S. Palm Canyon FA 5-2179

**INCREDIBLE**

DEEP WELL area, 4 bedrooms,

2 baths, plus family room, plus

heated and filtered pool. Consid-

er trade for L.A. area.

ONLY \$29,500

DEEP WELL, Charming 3

# Sell Your "Don't Wants" with Sun Classifieds

(Thousands of Various Items . . . New and used . . . Large and Small . . . Valuable and Inexpensive . . . Are Listed Daily in These Columns!)

## Exchanges

**SWAPS**  
NICE 2 bedroom den home. Choice Palm Springs location. Only \$21,500—clear. Will trade for 5 or 6 units with nice owner's apartment, Palm Springs.

ATTRACTIVE 2 bedroom 2 bath home, large fireplace, extra large closets, built-in kitchen, sunken tub, 2 car garage. Only \$24,950 clear. Will swap for income units or business property. Submit all trades anywhere.

LARGE CORNER — 3 bedroom, 2 bath, POOL, landscaped, fireplace. Only \$29,900. Approximately \$16,500 equity. Swap for home or small units in beach area, prefer Redondo or Manhattan.

HAVE MANY MANY MORE SWAPS. WHY NOT CALL US?

## JIM SHARPE

REAL ESTATE  
1554 N. Palm Canyon 323-2545  
If No Answer — 324-9528

EAST BAY AREA, above the fog. Three bedroom redwood beauty just 4 years old. Huge 28 x 16 living room with fireplace. Built-in electric kitchen. 2 car garage. Tremendous view from living room, den, kitchen, dining room of fascinating San Francisco Bay \$26,500, \$10,000 equity. Will trade for Palm Springs area home, income or land.

Phone Diamond 7-2279

OWNER will exchange \$50,000 equity on 20 nearly new unfurnished apartments, for a clear home or other property of same value. 14 - 2 bedrooms, 6 - 1 bedrooms, 20 garages, swimming pool, yearly income \$26,300. Long Beach, Geneva 1-8720, or write Desert Sun, Box 190, File D-42.

OPEN DAILY BY OWNER  
740 Mel Ave. 3 bedrooms, 3 baths, estate size lot. Large pool. Top condition. See this before you buy. \$39,500. Will trade. Phone 324-2672.

TAKE smaller home, west of Sunriser on 3 bedroom Veteran tract or large M-3 lot and duplex N. Indian Ave. Call 325-7655 or 324-1835.

TRADE 1961 Norseman 55 x 10, front kitchen, for equity in 2 or 3 bedroom home. Call Mr. Hassell, 325-2363.

\$9000 EQUITY in R-3 coast lot or T.D.'s for R-2 and house Palm Desert area. FI 6-8781 evenings.

LIKE NEW, large home, Banning, trade small new home. Desert Hot Springs. Phone VI 9-4493.

**Real Estate Wanted** 37

YOU WANT ACTION? LIST YOUR PROPERTY WITH

## ADOLPH ISRAEL

671 N. Palm Canyon Drive  
Phone FA 5-2981

## Business Rentals

STORES for rent. We have recently acquired the seven store building at 68-172 E. Ramon Rd., Palm Springs and the six store building at Palm Ave., Desert Hot Springs. Suitable for all type neighborhood business. Reasonable rent. For information call new owners Arthur Press, 325-5691 or Warren Coble 324-9407.

STORE AND OFFICES for lease ranging from 400 to 3652 square feet. New refrigerated air conditioned building. Ample parking. 1007 South Palm Canyon Drive. Opposite Cameron Shopping Center. Muriel E. Fulton, Realtor, 125 S. Palm Canyon Drive or phone 325-2225.

**Home and Business**  
COMBINATION 2 bedroom house in C-1 zone.

WILLIAMS REALTY — FA 4-1641

STORE in Sunair Shopping Center. 20 x 70 plus store room. Call 324-4708

SMALL OFFICE — Palm Canyon Drive — \$75 per Month.

GANNON REALTY 325-2772

OFFICES — 73-386 HIWAY 111  
MARSTAN BUILDING

PALM DESERT FI 6-6926

**Wanted to Rent** 39

PERMANENT couple would like 2 bedroom house partly furnished in Palm Desert area. Write Box 245, Cathedral City.

## Rooms for Rent

ROOMS \$50 and \$55 month. Private entrance, bath. Kitchen privileges, patio, near new park. 3-5 p.m. 511 Calle Roca. 32-45127

LADY to share lovely poolside apartment, private patio, reasonable. Call after 5 p.m. 325-5868.

NICE furnished room, kitchen privileges, employed man. \$50 month. Phone 324-2841.

Private Entrance and Bath Refrigerator — Coffee Maker \$15 Week — 325-7980

ATTRACTIVE comfortable room with private entrance, bath. For working person. Call 324-2447.

CALL FA 5-3005 FOR CLASSIFIED

## For Sale or Rent

41

PALM DESERT furnished 3 bedroom 2 bath house. Refrigerated air conditioning, pool, tennis courts, near new college. Small down, \$20,000. FHA commitment. Call FI 6-6830 or 6-8579.

FURNISHED lovely home. 3 bedrooms, 3 baths, pool, corner lot, walled, quite, private. Contact owner 324-2951 or 477 West Via Olivera.

UNFURNISHED 3 bedroom 2 bath, large patio, barbecue. Desirale Location — 325-2904

3 Bedroom, 2 Bath Home  
1840 Sq. Ft. Living Area, Built-Ins  
Phone 328-3810

## Hotel Rentals

42

\$15 WEEK UP — POOL — TV  
ROOMS AND APARTMENTS  
Villa Victoria 444 N. Indian

## Apartments for Rent

43

If You Have Looked  
At the Rest—Now

LOOK AT THE BEST  
**RIVERSIDE ARMS**

1 BEDROOM FURNISHED  
\$140 Month — Years Lease  
Including gas. Cooled by refrigeration. Lots of closets, nice kitchens, large patio and pool.

Laundry, TV cable, parking. Near Southend Mayfair.

788 N. Riverside Dr.  
FA 4-9887

\$75 UP  
NEW DELUXE FURNISHED  
OR UNFURNISHED

**SILVER TOP**

GENERAL Chef kitchen units supplied in unfurnished apartments. GIANT heated pool, refrigerated air conditioning. 4 Acres of Desert Garden.

1 MILE north of Riviera Hotel, on Las Vegas Road. Ph 325-5690.

LOW rent. Furnished apartment \$55 including utilities. In Tramview near Drive-in Theatre. 363-353 Eagle Canyon Dr., apartment 2. Turn south off Hiway 111 at Sterners Furniture Store. Call Cal Brown, owner, 324-2101 or 328-2279.

BUNGALOW apartments. Beautifully furnished with full kitchen, TV, Hi Fi music, Olympic-heated pool, PBX, coffee shop. Hotel services. Day to Yearly rates. BONAIRE VILLAGE HOTEL 2675 N. Indian — 324-1501

**Houses for Rent** 46

EDEN ROCK VILLA

FOR adults seeking luxury plus comfort, 1 bedroom poolside apartments. Daily maid service, TV. Weekly or monthly FA 5-2402

UNFURNISHED 2 bedrooms and furnished 1 bedroom apartment. TV cable, laundry room, 1374 Camino Amapola. 10 to 3 phone EX 0-2811.

**Select Rentals**

ON GOLF COURSE

NEW artistically furnished 3 bedroom 2 baths, \$400 month. Many others from \$200 to \$1500.

**YOUR RENTAL HOSTESS**

324-3364 — 325-5221 — 328-1698

**EVA GABOR'S**

GLAMOROUS, furnished 3 bedroom home. Panoramic view, rose garden. Heated pool. Very private. Call Marie Busch 325-2772. Gannon Realty.

3 BEDROOM furnished, pool, near Howard Manor \$500 month.

2 BEDROOM unfurnished. Near schools. Yearly \$115 month.

ROSLYN LANG, REALTOR

1175 N. Palm Canyon FA 4-9606

\$100—BEAUTIFUL view, new 2 bedroom, refrigerated air conditioning, with stove, refrigerator and drapes. 37-251 Bayside Dr. Phone 328-1553

**Houses for Rent** 46

WE HAVE THEM ALL

Homes - Apartments - Stores

MILDRED JACKSON, REALTOR

296 S. Palm Canyon at Baristo Phone FA 5-3353 or FA 4-3301

3 BEDROOM 2 bath, POOL, walled built-in kitchen, fireplace. Year lease \$135 month.

JIM SHARPE REAL ESTATE

1554 N. Palm Canyon 325-2345

SHARE LOVELY home, \$20 week. Also studio and double apartment. Bar kitchens, pool, solarium. Phone 325-2363.

2 BEDROOM furnished apartment, 2 blocks from Saks. \$100 per mo.

JIM SHARPE REAL ESTATE

1554 N. Palm Canyon 325-2545

UNFURNISHED 1 bedroom apartment, stove, refrigerator, carpet, drapes, pool, private patio. \$18 Thornhill. Call 325-7527.

FURNISHED 1 bedroom apartment. South end. Lease \$95 per month.

GANNON REALTY 325-2772

**Wanted to Rent** 39

PERMANENT couple would like 2 bedroom house partly furnished in Palm Desert area. Write Box 245, Cathedral City.

**Rooms for Rent** 40

ROOMS \$50 and \$55 month. Private entrance, bath. Kitchen privileges, patio, near new park. 3-5 p.m. 511 Calle Roca. 32-45127

LADY to share lovely poolside apartment, private patio, reasonable. Call after 5 p.m. 325-5868.

NICE furnished room, kitchen privileges, employed man. \$50 month. Phone 324-2841.

Private Entrance and Bath Refrigerator — Coffee Maker \$15 Week — 325-7980

ATTRACTIVE comfortable room with private entrance, bath. For working person. Call 324-2447.

## Apartments For Rent

43

**THE LIDO**

BEAUTIFULLY furnished 1 and 2 bedroom apartments. TV cables, refrigeration, large wardrobes, laundry facilities. Large pool plus therapeutic hot pool. Switchboard. Coffee shop. Daily, weekly, monthly rates. Also yearly leases. All utilities included. 2900 E. Ramon Road FA 4-3261

**READY NOW!**  
ATTRACTIVE 2 bedroom apartment with drapes, stove, refrigerator, available to permanent tenants. New building, convenient location. Beautiful mountain view. \$115 month. Call Hal Evans Lindberg Realty, FA 4-9628.

LADY alone, with beautiful home, will rent lovely bedroom with private bath and kitchen privileges, to business or professional lady. Car needed. Very reasonable. Desert Sun Box 190, File D-46.

**Houses for Rent** 46

If You Have Looked  
At the Rest—Now

LOOK AT THE BEST  
**RIVERSIDE ARMS**

1 BEDROOM FURNISHED  
\$140 Month — Years Lease  
Including gas. Cooled by refrigeration. Lots of closets, nice kitchens, large patio and pool.

Laundry, TV cable, parking. Near Southend Mayfair.

788 N. Riverside Dr.  
FA 4-9887

\$75 UP  
NEW DELUXE FURNISHED  
OR UNFURNISHED

**SILVER TOP**

GENERAL Chef kitchen units supplied in unfurnished apartments. GIANT heated pool, refrigerated air conditioning. 4 Acres of Desert Garden.

1 MILE north of Riviera Hotel, on Las Vegas Road. Ph 325-5690.

LOW rent. Furnished apartment \$55 including utilities. In Tramview near Drive-in Theatre. 363-353 Eagle Canyon Dr., apartment 2. Turn south off Hiway 111 at Sterners Furniture Store. Call Cal Brown, owner, 324-2101 or 328-2279.

BUNGALOW apartments. Beautifully furnished with full kitchen, TV, Hi Fi music, Olympic-heated pool, PBX, coffee shop. Hotel services. Day to Yearly rates. BONAIRE VILLAGE HOTEL 2675 N. Indian — 324-1501

**Houses for Rent** 46

EDEN ROCK VILLA

FOR adults seeking luxury plus comfort, 1 bedroom poolside apartments. Daily maid service, TV. Weekly or monthly FA 5-2402

UNFURNISHED 2 bedrooms and furnished 1 bedroom apartment. TV cable, laundry room, 1374 Camino Amapola. 10 to 3 phone EX 0-2811.

**Select Rentals**

ON GOLF COURSE

NEW artistically furnished 3 bedroom 2 baths, \$400 month. Many others from \$200 to \$1500.

**YOUR RENTAL HOSTESS**

324-3364 — 325-5221 — 328-1698

**EVA GABOR'S**

GLAMOROUS, furnished 3 bedroom home. Panoramic view, rose garden. Heated pool. Very private. Call Marie Busch 325-2772. Gannon Realty.

3 BEDROOM furnished, pool, near Howard Manor \$500 month.

2 BEDROOM unfurnished. Near schools. Yearly \$115 month.



MORE THAN 300 Palm Springs residents attended the grand opening of Automatic Laundry and Dry Cleaners' new quarters at 424 South Indian Avenue. Above, co-owner

Mort Weissman shows Betty Allen new laundry equipment installed. Taylor-Jones Photo)

### Congo Civil War Danger Reported

LEOPOLDVILLE, The Congo (UPI) — The United Nations military commander here warned today that the Congo is drifting toward civil war and the diminishing U.N. troop force will be powerless to stop it unless reinforced.

Lt. Gen. Sean McKeown, just back from a week's tour of U.N. contingents, told newsmen "the situation is serious" but that a civil conflict was "still avoidable."

#### Points of View

LONDON (UPI) — The Evening Standard reported that consignments of a new model of French car are landed at London docks with this bilingual notice: "This car deserves handling with care" (English). "She is young and pretty—look after her" (French).

#### LEGAL NOTICE

#### LEGAL NOTICE

#### LEGAL NOTICE

No. 749 CERTIFICATE OF BUSINESS UNDER FICTITIOUS NAME

The undersigned do hereby certify that they are conducting a small business of Software Service at 430 Williams Road, in the City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of SERVISOFT OF PALM SPRINGS, and that said firm is composed of the following persons, whose names and addresses are as follows:

THOMAS R. WINANS, JR., the same person and also known as T. R. WINANS, JR. and DICK WINANS, Deceased.

MARY PICKEL, Notary Public in and for said County and State. My Commission Expires 12/11/62.

NOTICE IS HEREBY GIVEN that a hearing on the Petition of JOHN R. CLARK, JR., as Executor of the above Estate, for an Order to complete a certain written partnership agreement for the sale and division of the Estate's interest in said partnership agreement entered into by decedent in his lifetime covering the certain partnership known as "The Calico Ranch," as had been in the Courtroom of Department Indio A of the above entitled Court on the 3rd day of February 1961 at 9:30 o'clock a.m.

The real property owned by said partnership is more particularly described as follows:

That portion of the East Half of the Northwest Quarter of Section 30 T15-R10E SBB&M lying North of the Northernly line of the Southern Pacific Railway Right of Way in the County of Riverside.

Reference is made to the Petition on file herein for further particulars.

DATED: January 19, 1961.

G. A. PEQUEGNAT, County Clerk of the Superior Court

By G. L. CHRISTIANSEN, Deputy

THOMASON & COLEGATE

Attorneys at Law

444 North Palm Canyon Drive

Palm Springs, California

ROBERT W. WHITE,

2035 Calle Felicia

Palm Springs, California

WITNESS our hands this 12th day of

January, 1961.

HENRY A. SIMSARIAN, INC., a California Corporation.

By JOSEPH W. EICHER, JR., President

ROBERT W. WHITE

STATE OF CALIFORNIA

COUNTY OF RIVERSIDE

On January 12th, 1961, before me, the undersigned, a Notary Public in and for said County and State, personally appeared JOSEPH W. EICHER, JR., known to me to be the President of HENRY A. SIMSARIAN, INC., the Corporation that signed the within Instrument, known to me to be the person who executed the within Instrument on behalf of the Corporation herein named, and acknowledged to me that such Corporation executed the within Instrument. B. Bylaws, a resolution of its Board of Directors.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my of-

cial seal the day and year in this Certificate first above written.

ARNOLD RUMWELL, Notary Public in and for said County and State

STATE OF CALIFORNIA )

COUNTY OF RIVERSIDE )

On January 12th, 1961, before me, the undersigned, Notary Public in and for said County and State, personally appeared ROBERT W. WHITE,

known to me to be the person whose name is subscribed to the within Instrument and acknowledged to me that he executed the same.

WITNESS my hand and official seal.

ARNOLD RUMWELL, Notary Public in and for said County and State.

ARNOLD RUMWELL, Esq.

Attorney at Law

209 Oasis Building

Palm Springs, California.

Published: Jan. 23, 30, Feb. 6, 13, 1961.

No. 748 CERTIFICATE OF BUSINESS

(Fictitious Firm Name)

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HENRY A. SIMSARIAN, INC., a California Corporation.

550 North Palm Canyon Drive

Palm Springs, California

ROBERT W. WHITE,

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ARNOLD RUMWELL, Notary Public in

# The Desert Sun

PALM  
SPRINGS

Monday, January 30, 1961



*Winter Golf Capital of the World*



William Smith, President  
General Manager

Palm Springs  
383 S. Palm Canyon Dr.  
Phone 324-1241

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Riverside County's  
Largest Savings and Loan Assn.

*With a straight down the center financial plan  
you have available cash for those sweet deals  
In the meantime let your cash earn*

**4 $\frac{1}{2}$  %** Per Annum Current  
Rate of Interest  
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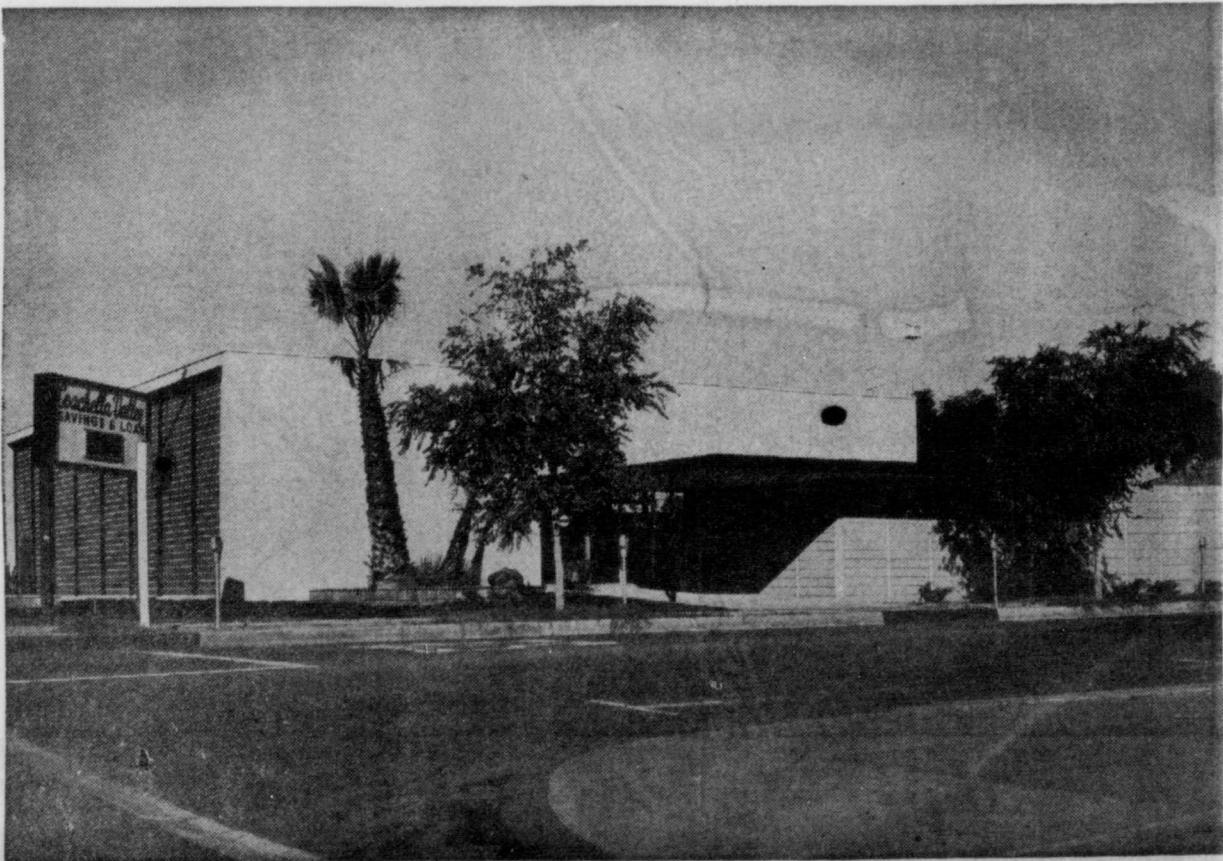
## Coachella Valley Savings and Loan Assn.



Arthur Cooper  
Executive Vice-pres.  
Manager Indio Office

Indio

Corner Towne and Bliss



# Classic Set on Five Courses

## Richest Tournament In the World Today

Richest golf tournament in the world—the \$100,000 Palm Springs Golf Classic—offering more than \$100,000 in prizes and \$50,000 for a hole-in-one, is being held on five Palm Springs golf courses this year.

Exactly 100 years ago, the British Championship Open was inaugurated and is recognized as the oldest golfing championship event. In one year, the Palm Springs Golf Classic, a 90 hole event, has achieved similar prestige and is destined to become in every sense of the word, a classic.

ALTHOUGH CLOSE to a hundred men are responsible for the start of the Palm Springs Classic, two men, Ben F. Shearer and Milt Hicks "have let no grass grow under their feet."

With the nation's leading professional and amateur golfers talking about golfdom's richest purse, the backers of the Desert Classic announced another first, the inauguration of a \$50,000 prize for a hole-in-one. The prize was backed by Lloyd's of London and was paid off last year to professional Joe Campbell.

LAST YEAR LLOYD'S of London insured the Classic against a hole-in-one for a premium of \$4,850, but this year's premium jumped to \$13,500.

Early in February 1960, the scene was set in the Winter Golf Capital of the World; the Classic committee members donned their

striking blue coats; the four courses—Bermuda Dunes, Indian Wells, Tamarisk and Thunderbird, were manicured to perfection; and \$150,000 was waiting for the victors.

WHEN THE SUN went behind the mountains on the fourth day at the end of 72 holes of the amateur division, pro Jack Fleck and his amateurs Ralph Kiner, Charles Resnik and Fitz Binnion were tied at 239 strokes with pro Jim Turnesa and amateurs P. W. Nettlesheim, Dr. Ross Gossard and W. A. Thompson, Jr.

In the ranks of professionalism, Wes Ellis blew up after taking the lead on the second day, and relinquished it to Johnny Palmer on the fourth day. The final 18 holes at Thunderbird on Sunday saw Arnold Palmer — the 31-year-old Latrobe, Pa., lad — card a seven-under-par 65 for 338 total over the 90 holes and walk off with the \$12,000 first prize money.

WINNING THE Classic seemed to be a good omen for Palmer as it started a winning streak that has carried his name to the top of the list with a record \$75,262.85 won on the 1960 circuit.

Palmer fired 338 strokes to earn his \$12,000.



PROS OF FIVE CLUBS that will take part in the second annual \$100,000 Palm Springs Golf Classic are pictured with tournament chairman Milt Hicks. The men standing are, left to right, Claude Harmon of Thunderbird; Eddie

Susalla of Indian Wells; Walter Burkemo of Eldorado; and seated, Ed Vines of Bermuda Dunes; Hicks, and Ellsworth Vines of Tamarisk.

dents of the five participating clubs: Ernie Dunlevie, Bermuda Dunes; Robert McCulloch, Eldorado; Milt Hicks, Indian Wells; Lou Golan, Tamarisk; and Eric Stainton, Thunderbird.

Milt Hicks has been appointed tournament chairman, with a committee which consists of the pros

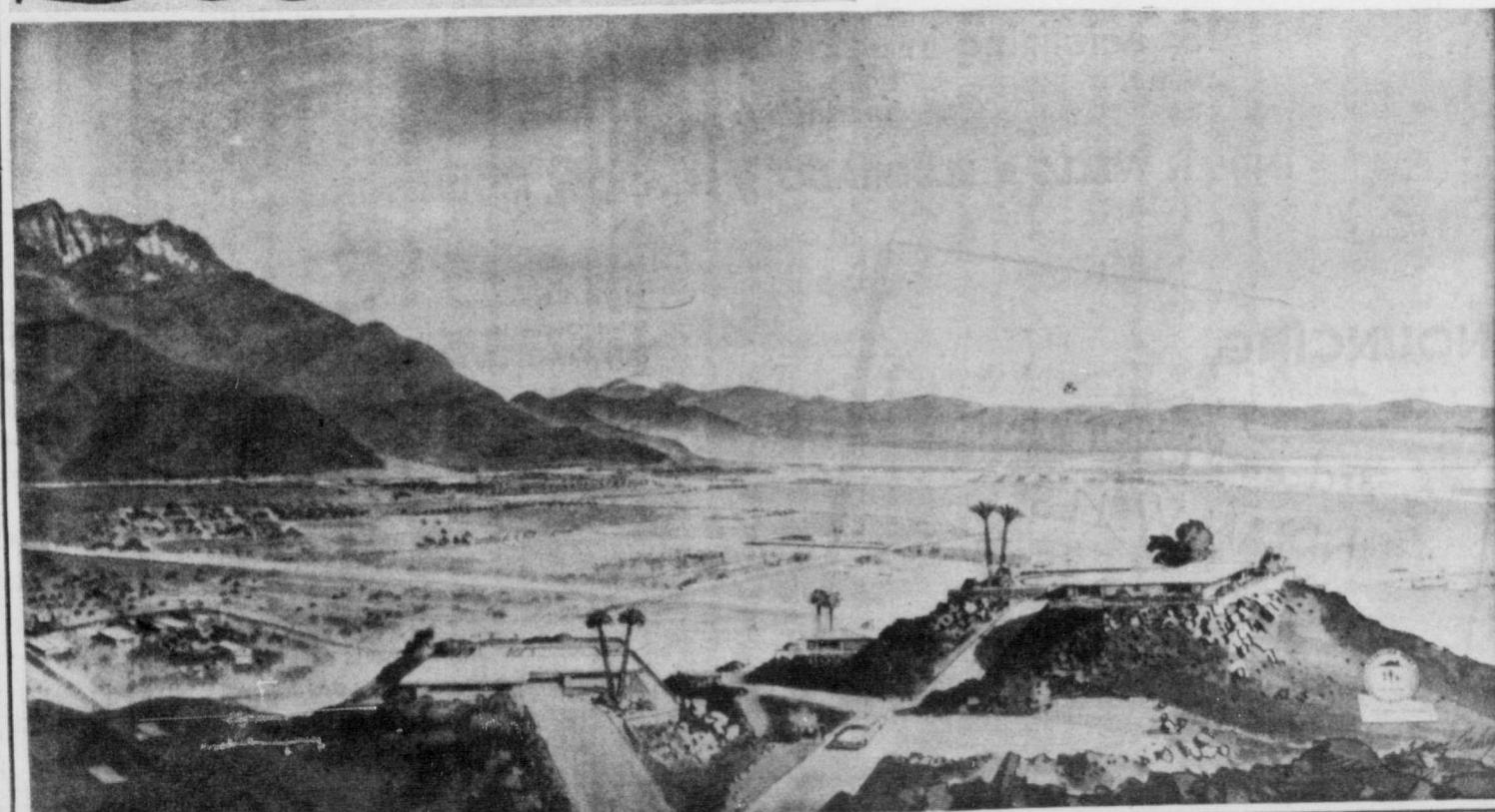
at the five clubs: Ed Vines, Bermuda Dunes; Walter Burkemo, Eldorado; Eddie Susalla, Indian Wells; Ellsworth Vines, Tamarisk; and Claude Harmon, Thunderbird.

WITH ELDORADO joining the ranks play will be revised from See DESERT CLASSIC, Page 7

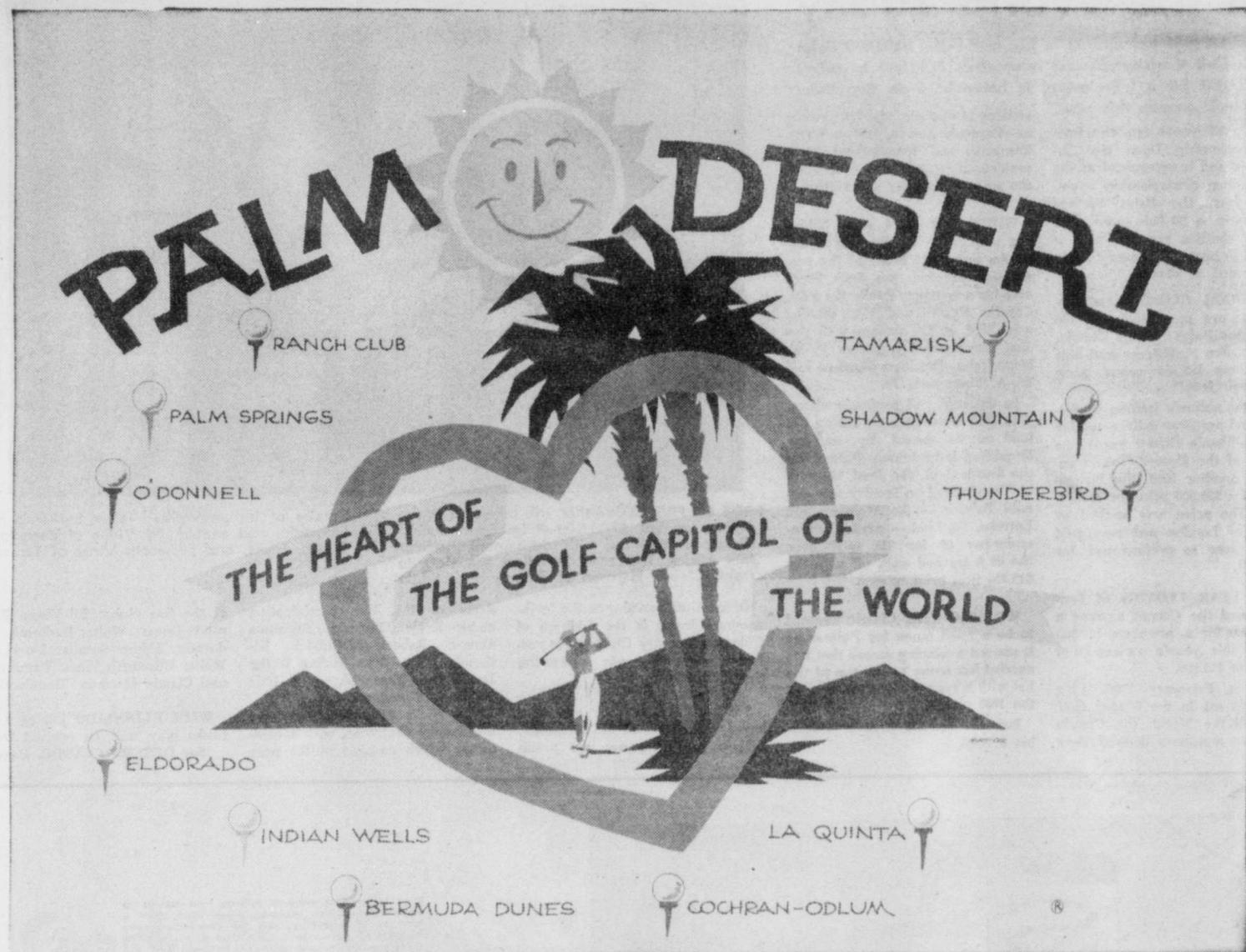
Here is the last word in hillside view estates in Palm Springs. An exclusive subdivision, with a view of Palm Springs and the Coachella Valley unequalled anywhere in the desert. All utilities underground, proper deed restrictions, and A-1 engineering of streets and lots make this the ultimate in luxurious desert living.

**CANNON REALTY**  
Exclusive Agents

1901 North Palm Canyon Drive, Fairview 5-2772



Edith Eddy Ward presents:



**ANNOUNCING**

*the opening of the*  
**3rd and LAST Unit**  
**INDIAN WELLS**  
**Golf Course Lots**  
**THESE WILL GO FAST!**

14 Years Experience in the Desert Area fits us to help you  
Select Choice Homesites, Acreage for Investment, Commercial  
Properties and Rentals.

**2 Offices to Serve You**  
(With Competent Salespeople)

**PALM DESERT OFFICE**  
73-667 Highway 111  
Fireside 6-6382      Fireside 6-6792

**INDIAN WELLS OFFICES**  
1 Block West of Desi Arnaz'  
Indian Wells Hotel  
Fireside 6-6026

# 1960 Year For Classic Winner Here

## Set New Mark For Official Money Record

In every way, 1960 was "the year of Arnold Palmer," defending champion in Palm Springs Classic Play.

The extent to which the 31-year-old Pennsylvanian dominated the PGA Tour the last 12 months is reflected in official statistics released by Lou Strong, president of The Professional Golfers' Association of America.

**PALMER WON** eight out of the 27 tournaments he entered in 1960 and finished in the first five in nine others, as he collected \$75,262.85 for an all-time official money record. He also won \$5,705.21 unofficially.

His official total topped the old record of \$72,835.83, by Ted Kroll in 1956. Kroll now ranks second, followed by Dick Mayer, with \$65,835.00 in 1957, Bob Toski, with \$65,819.81 in 1954, Byron Nelson, with \$63,335.66 in War Bonds in 1945, and Julius Boros, \$63,121.55 in 1955.

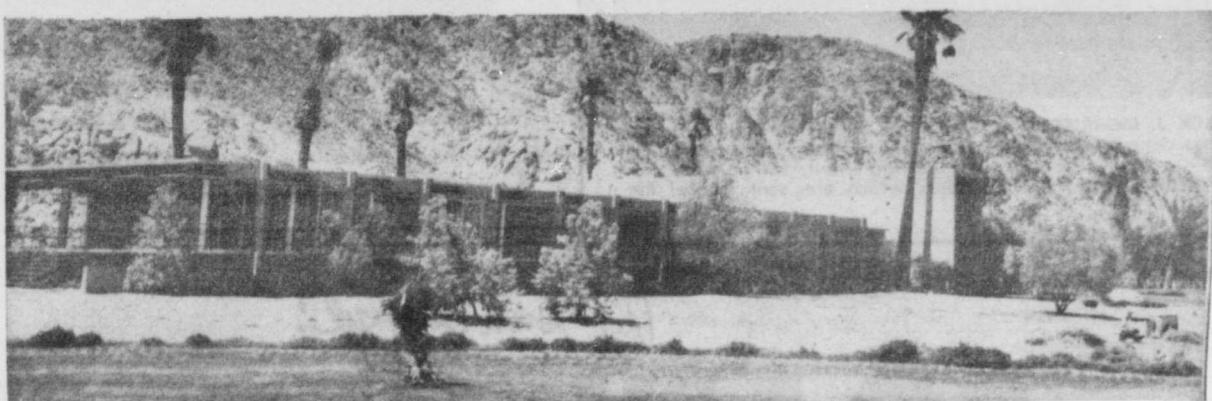
**TRAILING PALMER** in the 1960 "dollar derby" were Ken Venturi, with \$41,230.00, and Dow Finsterwald, with \$38,541.87. It was the fifth year in a row that Finsterwald finished in the first five in official earnings.

Doug Ford won the TT Championship for the second year in a row and the third time in four years.



**NEW BOARD OF DIRECTORS** of Tamarisk Country Club were elected in January at a membership meeting. Pictured, left to right, seated, Louis E. Golan, president emeritus; Herbert Lautmann, assistant secretary; Nathan M. Ohrbach, vice

president; David Holub, president; Martin Gendel, secretary; and Ben F. Shearer; standing; Kay Karahadian, Edgar Richards, Richard Bagdasarian, Asher Levy, John Wood, Lester Selig and Clarence Brown.



**BEAUTIFUL INDIAN WELLS** clubhouse, located next to the Santa Rosa foothills, is considered one of the unique architectural designs in the Winter Golf Capital of the world. A

walk travels along the front of the building allowing passage from the dining room to the professional shop without entering the locker rooms.





GLORIA NEIL, a former Miss Palm Springs, is enjoying a game of golf at the new 18-hole, year-round municipal golf course in the Winter Golf Capital of the World. It is one of the 12 courses that dot the desert landscape.

#### FROM PAGE 3, MORE ABOUT

## DESERT CLASSIC

Last year, the first four days of the tournament — including the pro-amateur division — will be played over Bermuda Dunes, Eldorado, Indian Wells and Thunderbird Country Clubs. The low 60 pros will play the finals on Sunday, Feb. 5, at Tamarisk Country Club.

THE PALM SPRINGS Golf Classic, Inc., this year opened permanent offices in the new Garner Building at 1009 South Palm Canyon Drive, and retained Polly Maultsby in the capacity of tournament co-ordinator. Her experience includes two years as executive secretary to the 60th U. S. National Open at Cherry Hills in Denver, Colo.

To perform the many functions during the Palm Springs Golf Classic, Firestone has appointed the following committees, composed of the country's leading businessmen, area residents and top-name celebrities:

Admissions, Tom Brown and Gus Kettmann; Communications, Tom Carter and Paul Jenkins; Finance, Dave Holub; gallery, Charles C. Clare and Charles G. Hanson; Concessions, Fred Kehlet; Grounds, Paul Adessi; Handicaps, Tom McMahon; Housing, Sol Manasse; Program, Ben Shearer and Dan Thornton; Parking and Police, Milt Karahadian; Publicity and Press, Ernie Dunlevie and Buddy Morris.

REGISTRATION, ALAN Dauch and Bill McComas; Transportation, John Curci and Holmes Tuttle; Ladies Division, Charlie Prince and Joe Dyer; Caddies, Maynard Laswell and Mel Gray; Charity

Ball, Bob McCulloch and Ray Ryan; Hosts to contestants, Larry Skutt, Freeman Gosden, Charles Farrell and Rocky Harris.

With the tournament this year growing from 72 holes to 90, where else but in the Desert area — the Winter Golf Capital of the World — could you move more than 120 professionals and 360 amateurs over five courses in five days?

## WELCOME DESERT CLASSIC GUESTS!

May we invite you to see

**THE MOST COMPLETE STOCK**

of

**COMFORTABLE SPORTSWEAR**

for the

**GOLFER**

We feature:

**GOLF SHIRTS by**

- LA COSTE
- MUNSINGWEAR
- GLASGO

- JACKMAN Custom Originals
- HANDELSMAN Slacks
- LA JOLLA Blazers
- ALPACA SWEATERS BY CHURCH



OASIS BUILDING

OPP. PLAZA THEATER

DESI ARNAZ

## INDIAN WELLS HOTEL

and GOLF RESORT

located at

Indian Wells Country Club

*Features just completed:*

- Completely sound-proofed rooms
- Banquet Hall—Seats 300
- Central Air-conditioning
- Tennis Courts



*Under Personal Supervision*  
ROBERT A. SCHMUCK

*Invest... Live... Prosper in the*

## Rancho PALMÉRAS Estates

Adjoining Famed  
Eldorado  
Country Club

**A 120-ACRE** Serene . . . Sheltered Desert Cove  
Offering Scenically Spectacular Homesites  
And Individually Designed, Feature - full  
Homes Engineered With the Accent on Lasting  
Value.

**RIGID RESTRICTIONS** . . . Zoning Regulations  
Assure Appreciation of Your Property Value  
Every Month . . . Every Year! All Utilities,  
including natural gas, installed. Abundant  
crystal clear water.



*Rancho PALMÉRAS Estates*

**A RECREATIONAL** Paradise in the High-Fashion  
Hub of the Desert, Yet Near Major Business  
and Restaurant Centers, Shopping,  
Schools and Churches.

**MOST ATTRACTIVELY** Priced View-Homesites in  
the Country Club Area—\$6500 to \$11,500.  
Custom Homes Specially Priced from  
\$28,500 to \$55,000. Excellent Terms.

Inquire E. M. Peterson Co.,  
Agents  
Office on Property

Rancho Palmeras is located  
1½ miles east of Palm Desert.  
Turn off Hwy. 111 at the  
beautiful stone entrance.



Overlooking the spacious fairways of Tamarisk Country Club is the newly remodeled clubhouse. Tamarisk stands as a symbol of the finest golfing pleasure in the Winter Golf Capital of the World.



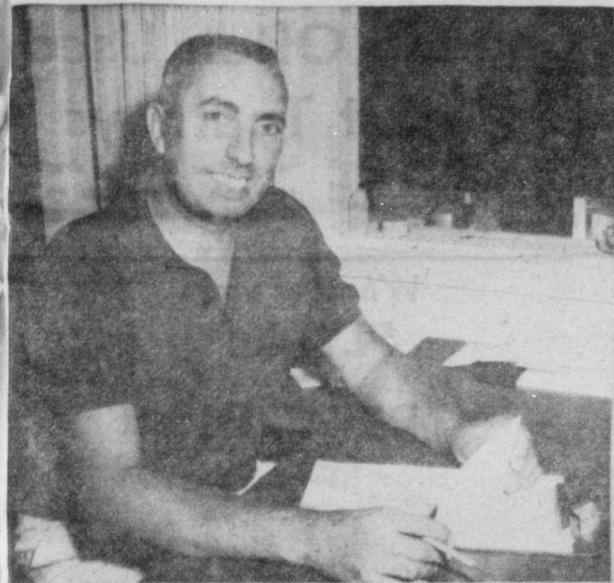
## HEADQUARTERS of the \$100,000 Palm Springs Golf Classic

SUNDAY, FEB. 5, 1961

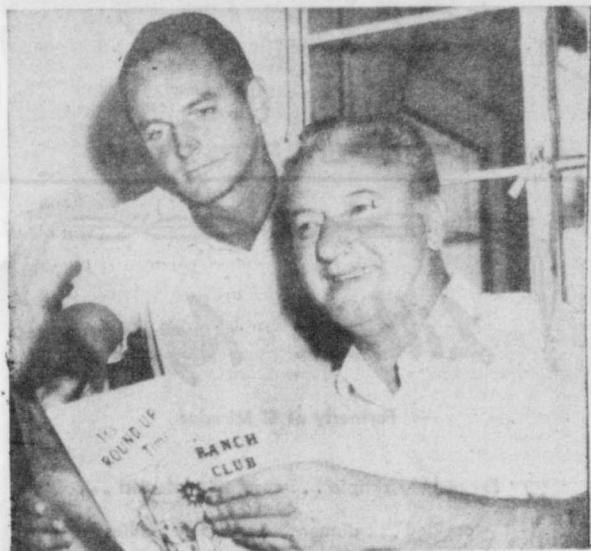
### BOARD OF DIRECTORS

David C. Holub	President
Martin Gendel	Secretary
Herbert M. Lautmann	Asst. Secretary
Nathan M. Ohrbach	Vice-President
Louis M. Halper	Vice-President
Charles G. Hanson	Vice-President
Asher Levy	Treasurer
Louis E. Golan	Honorary President Emeritus
Richard Bagdasarian	Edgar Richards
Clarence Brown	Lester N. Selig
Charles C. Clare	Benjamin F. Shearer
Kay Karahadian	Edward Small
Raymond E. Lee	John Wood
Edwin H. Morris	
Harry J. Drewery	General Manager
Ellsworth Vines	Club Professional





**LARRY SITTER**, general manager of O'Donnell Golf Course, is the man who carries out the desires of the 25 man board of directors on Palm Springs first golf facility.



**TWO MEN BEHIND** the activities at the Ranch Club and the Ranch Club Golf Course are John Bennett, manager of the golf course, and Arthur Robinson, manager of the club facilities.

## RICHARD GOECKNER IS LA QUINTA GOLF PRO

Richard (Dick) Goeckner, a young looking 28-year-old professional golfer, handles the teaching and management of the La Quinta Golf Course pro shop.

Head of the golf facility at La Quinta, Goeckner has been playing golf since he was 8 years old, and was formerly with the Bren Maur and Tom O'Shanter Country Clubs in Chicago.

Although he does not carry the title of manager of the golf course, he does the job, aided by his assistant, Jim Alomenski, assistant pro and Jerry Maxwell, pro shop assistant.

Goeckner is married and has two children, both girls.

## PINNELL IS SHADOW MOUNTAIN GOLF PRO

With more than 38 years of golfing behind him, Bob Pinnell was chosen as club professional at the Shadow Mountain Golf Club.

But the choice was not a strange one, because for seven years Pinnell has been giving golf lessons and running the short course at Shadow Mountain Club.

Prior to coming to the Shadow Mountain Club some seven years ago, Pinnell was club professional at the Arlington Country Club at Seattle; the Everett Country Club at Everett, Wash., and the Rainier Country Club at Seattle.

He is assisted in the SMGC pro shop by his wife Mildred.

Pinnell has one son.



ZELL EATON

## Zell Eaton Heads Municipal Golf

Heading the staff of the new Palm Springs Golf Course is Zell Eaton, well known golf professional and manager in Southern California.

Eaton, 47, has had a large amount of experience with golf facility operation, having run the Municipal Golf Course in Montebello for 10 years, and having served as manager-pro of La Seranos Country Club in Pomona.

Eaton is married and has three children.



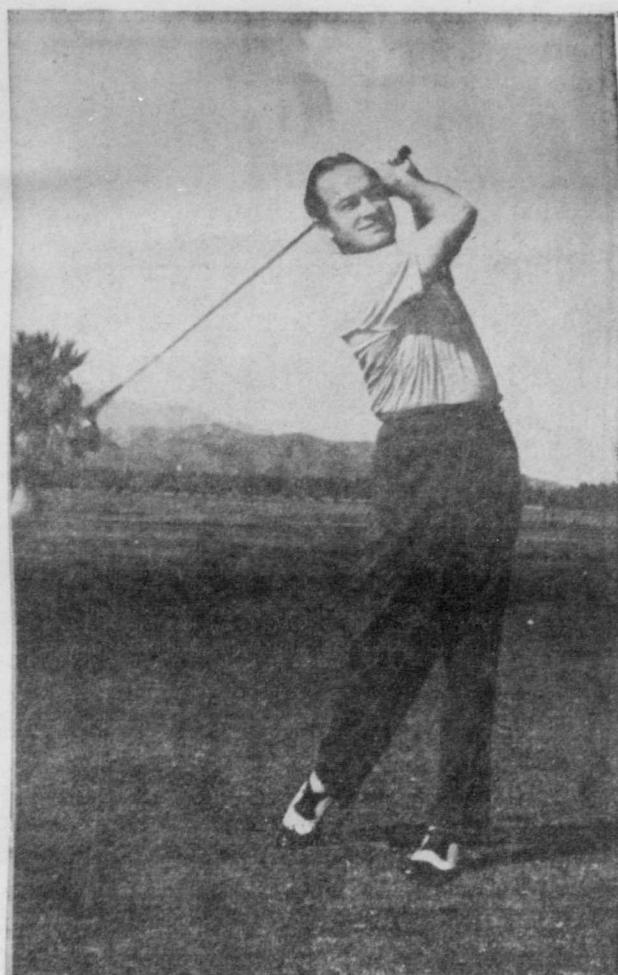
JOE CALWELL

## Joe Calwell Is Course Designer

Joe Calwell, golf professional at Ranch Golf Club, has a double distinction there—he designed the course before taking over as pro.

Prior to coming to Palm Springs Calwell built El Ravino Golf Course, of which he is part owner, in Riverside. He also has built nine-hole golf courses in South America.

Calwell's daughter, Connie, of Long Beach, also is well known in golfing circles.



**COMEDIAN BOB HOPE**, honorary mayor of Palm Springs and long time home owner, spends all his extra hours on Desert area golf facilities. He is a regular participant in the annual Palm Springs invitational held at O'Donnell Golf Club, and joins in many local tournaments.

PALM SPRINGS

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**WATER ENTRANCE** to the lake at Palm Springs Golf Course is one of the nicest in the area. Rocks, arranged in a rocky cement stream

bed, winds in an "S" pattern to allow water to flow into the lake. Many have called the Municipal Course one of the finest anywhere.



ED VINES

## Ed Vines Heads Bermuda Dunes Golfing Staff

A professional golfer for 25 years, Ed Vines heads the golfing staff of Bermuda Dunes Country Club.

He played four years as an amateur before turning professional, and has won his share of tournaments in both divisions.

Vines has assisted many others to make the switch from amateur to professional, including his brother, Ellsworth, who is professional at another desert course.

He is assisted at Bermuda Dunes by Ross Nichols, and his teaching pro is Jim Donohue.

Vines is married and has five children.

## Ike Has Many Desert Honors

Because of Ike's many visits to the Desert area, he has certainly left his mark on the golf courses. Tamarisk has a palm tree known as "Ike's Tree," La Quinta has a street named Eisenhower Drive, and Eldorado has an Eisenhower chair.



**BEHIND THE DEVELOPMENT** of the Palm Springs Riviera Golf Course are Mark and Irwin Schuman, whose faith in Palm Springs brought about not only the development of the golf facility but also the construction of Palm Springs' largest resort hotel — the Palm Springs Riviera.

... hand made in Italy

*the softest-  
lightest-most  
comfortable  
golf shoe you  
have ever worn.*

*Sam Bork*  
Original shoes

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Palm Springs

## Cannon Often Used To Start Tournaments

Many of the Winter Golf Capital of the World golf courses have adopted the "cannonball" play for big tournaments. All play-

ers start on the course simultaneously on different tees on the firing of a cannon or shotgun.

Whether you  
**FLY-IN**  
or  
**DRIVE-IN**



**IS THE PLACE TO STAY**

## Lillian Agar

Formerly of El Mirador

Exquisitely simple . . . carefully selected . . .  
cocktail . . . dinner . . . and play clothes  
from the best  
California and New York Designers

### New Location

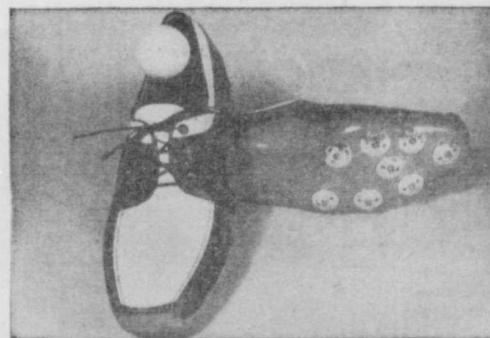
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So unusual—so high styled—  
you'll be the "Talk of the Club House"

Black & White—Brown & White \$39.95

# Cochran-Odlum Club Popular

## Challenge For Pros, Amateurs

One of the finest golf courses in the Desert area is the popular Cochran - Odlum Golf Club near Indio.

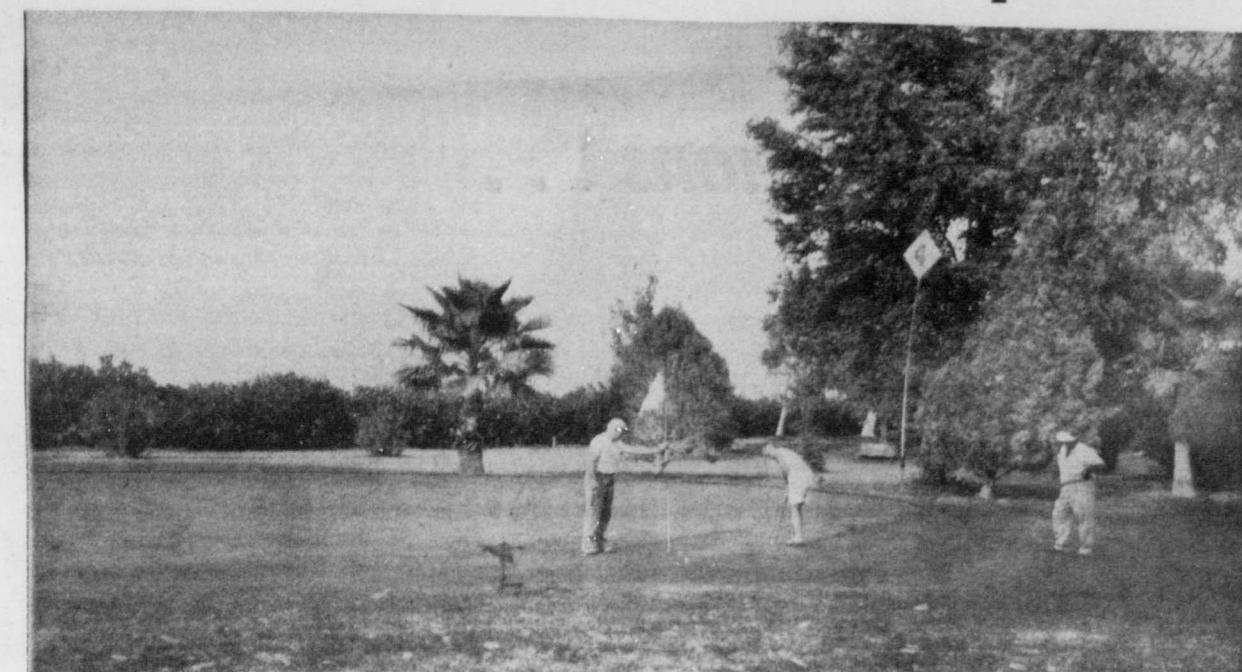
Built by financier Floyd Odlum and his wife, aviatrice Jackie Cochran, the course was established in 1945 and is located off Monroe Street near Highway 111 west of Indio.

**ONE OF THE** most popular in Coachella Valley, the course is a top challenge for both amateurs and professionals alike because of its 50-acre playing area.

And its popularity also stems from the fact that it is extremely well developed from being the second oldest course in the valley. The first course to be established in the area was the O'Donnell Golf Club in Palm Springs.

It is still privately owned but is open to the public. Annual membership averages around 150 persons.

**GOLFERS DESCRIBE** the course as "quite rolling" because of the wash that passes through it. The course is bordered by oleanders in alternate red and white colors. And orchid trees are scattered throughout the links, making it one of the most colorful in the area. It has one lake.



**A PUBLIC GOLF FACILITY**, located just northwest of Indio, is the long-time popular Cochran - Odlum Golf Course. The course, which is the oldest because it was opened to the pub-

The driving force behind the course is Roger Pettit, pro-manager and superintendent. Pettit has been associated with the course for the past 12 years.

**THE COURSE** has witnessed its share of golfing celebrities too. At one time or another it was played by persons such as Raymond Massey, Hoagy Carmichael, the late Clark Gable, Bob Hope, George

Allen and Edgar Eisenhower.

Many persons who formerly played at Cochran-Odlum now frequent the larger 18-hole courses which have sprung up in the past few years in the area.

Cochran-Odlum is unique among other nine-hole courses the same size in that it has two sets of holes on each tee to vary the approaches on each of the fairways. Thus a person could actually

lic for membership before O'Donnell in Palm Springs, to this day has a following of many statesmen and celebrities.

play 18 holes by going through the course twice and using the different tees.

**ONE OF THE** big events is the annual Merchants Tournament open to Indio business men. It is usually held during spring. The Public Links Tournament has been slated for mid-November. Other tournaments to come up during the season have not been scheduled.

Among the facilities offered at the course are the golf shop, snack bar, driving range, electric carts and a skeet range.

During the winter season, Pettit gets help from Ralph Mowberry, who acts as assistant pro during that time. Others employed at the course include Bud Phelps, assistant greenskeeper, Aldine Tarter, bookkeeper and accountant, and Joe Ramirez, shop boy.



## El Dorado Palms ESTATES

AN EXCLUSIVE COMMUNITY  
DESIGNED FOR COUNTRY CLUB LIVING

Homes nestled like jewels in a sheltered cove of the majestic Santa Rosa Mountains . . . adjoining Eldorado, Indian Wells, and Shadow Mountain Country Clubs.



Custom homes, excitingly styled  
with tasteful elegance  
and quiet charm.  
The ultimate in gracious  
desert living

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**\$100,000 Palm Springs**

# **GOLF CLASSIC**



largest golf tournament

in the world

from

**CHARLIE FARRELL**

and the

**RACQUET CLUB Gang**



# Riviera Sporty Golf Course

## Natural Hazards 'Enticing'

On a small area of land adjacent to the Palm Springs Riviera Hotel, is the third golf course located within the city limits of Palm Springs—the 9-hole Riviera Golf Club.

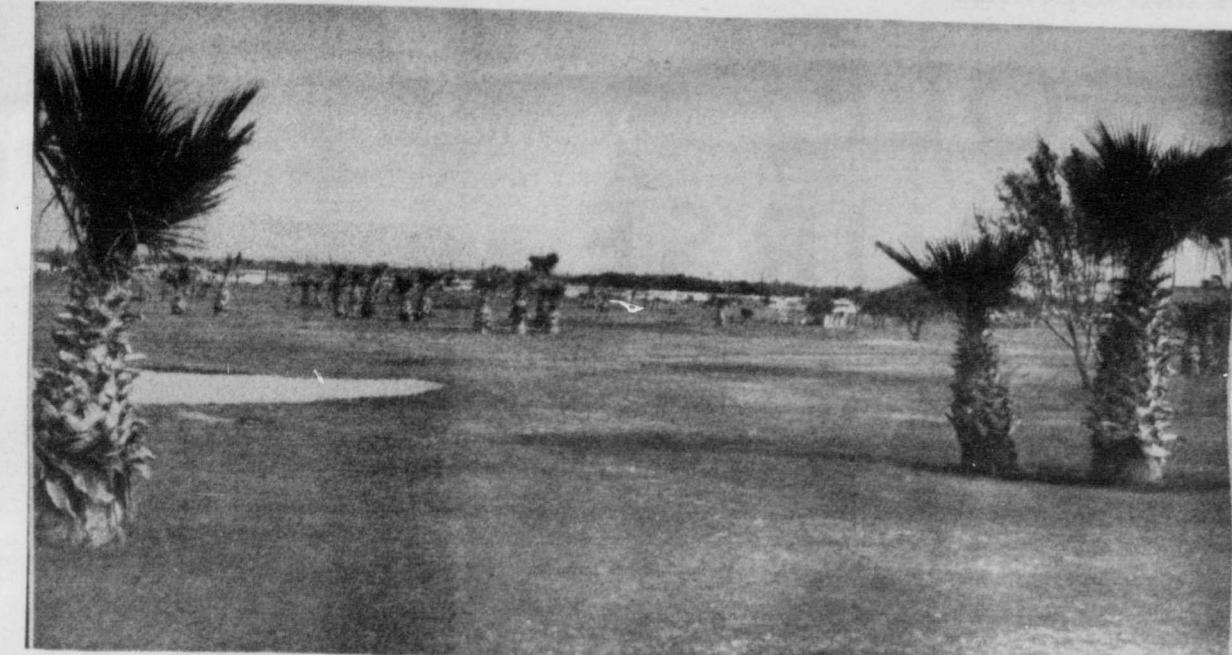
Only 2,000 yards long, the sporty little course is one which draws many visitors to Palm Springs to test their skills, and "make them ready for the bigger championship courses."

**BUT FEW OF THE** old timers head for larger pastures once they have played the little course, for natural hazards make it tough to get below par.

Riviera Golf Course was constructed a little over a year ago by Mark and Irwin Schuman, owners of the Riviera hotel.

The course is operated by pro-manager Dale Andreason, who is an outstanding teacher and author of a new book on golf. Andreason, a teaching pro in Palm Springs for several years, is especially well known for his work with local youngsters and was originator of the "Sweet Swingers," an organization for youngsters.

**A NOVELTY ON** the Palm Springs Riviera Golf Course is the dedication of each of the nine holes to outstanding local residents and golfers. These men include: No. 1 — Charlie Farrell;



**BEAUTIFUL RIVIERA** Golf Club, a nine-hole short course in the middle of Palm Springs, was designed for the leisure play of visitors to the hotel and local residents. The course was built

No. 2 — Milt Weeks; No. 3 — Bob Hope; No. 4 — Nat King Cole; No. 5 — Phil Harris; No. 6 — Jerry Lewis; No. 7 — Bing Crosby; No. 8 — Frank Sinatra; No. 9 — Dean Martin.

Andreason takes extreme pride in the layout of the course, which was done by Don Crabtree. The longest hole on the 2,000-yard course is No. 7, 280 yards from the back tee, and the shortest is the 115-yard No. 2 fairway.

INCLUDED WITH the course is

a golf driving range and putting green. A unique feature is the automatic watering system which has been installed, which by the use of clocks automatically starts the water running on the entire course.

The golf course is built to run in conjunction with the Riviera Hotel, Palm Springs largest hotel with 250 rooms, but is under the direct management of Andreason.

ANDREASON ONLY last month

in conjunction with the Palm Springs Riviera Hotel by Mark and Irwin Schuman.

completed the first printing of his new book "Simplified Golf," written during the summer months. It is now on sale in professional shops and at the Riviera Golf Course.

Although play on the Riviera Golf Course is specifically for hotel residents, guests and residents can play on the course. The cost for a double round on the course has been set at \$2.50 for weekdays and \$3.50 for weekends, and holidays.

**THE GOLF COURSE** and hotel are located at the corner of Vista Chino Drive and Indian Avenue, in one of the fastest growing areas within the city limits. Hundreds of homes have this year been constructed in this area, and more are in the planning stage.

The Schumans have spared no expense in making this hotel-golf course development a proud member of the Winter Golf Capital of the World.

*To Date a Golf Cart is the only thing we haven't  
Successfully Air-Conditioned*



To always give you the service you want . . . we have 12 service trucks and 20 installation trucks . . . and of course have nothing but factory trained specialty men to serve you . . . you can always depend on reliable installation and service.

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The Desert Distributors for **Carrier** and **GE**

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**Palm Springs**

*And don't forget we've been in the Plumbing Supply Business since 1933*

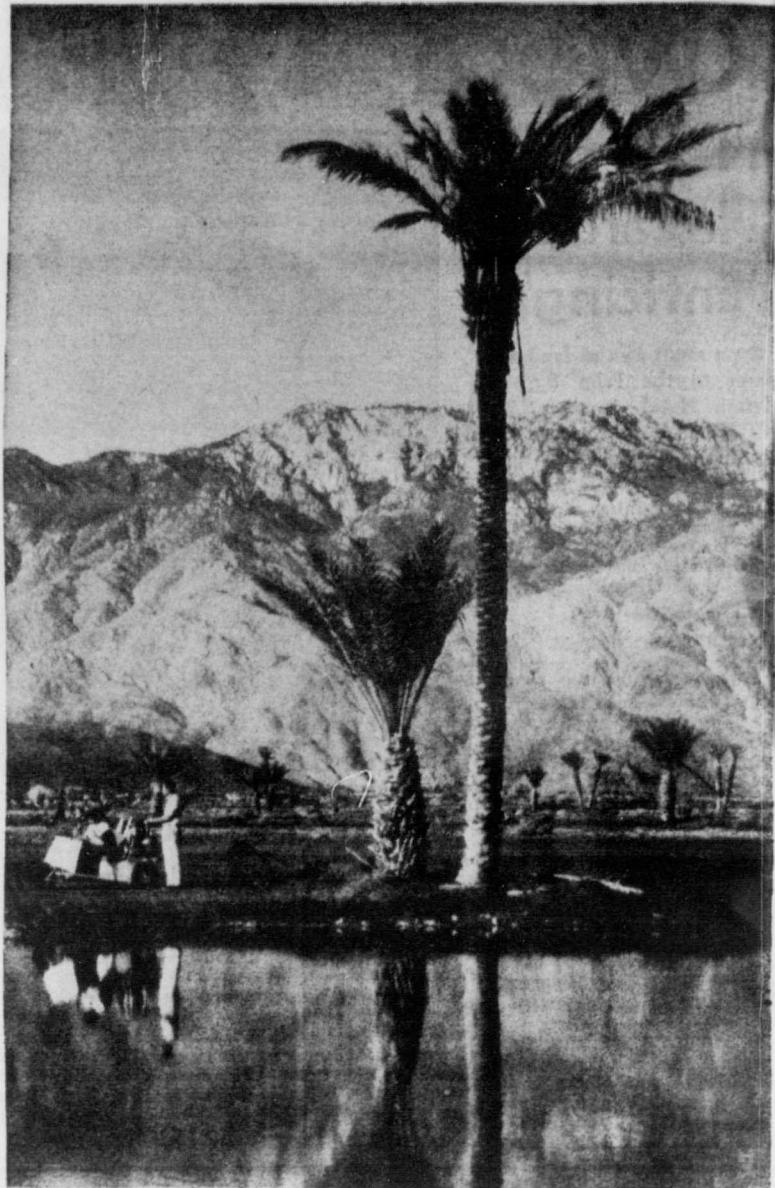
Palm Springs'

# GOLF COURSE

For Luxurious Play

Open to the Public

Palm Springs Golf Course is Municipally owned, 18-hole championship links, located at the Southeast city limits on Highway 111. This championship 18-hole golf course, designed by the famous golf architect Lawrence Hughes, is 6,600 yards long with some of the most interesting fairways in the west. It was opened to public play on Oct. 30, 1959.



**Tickets are available individually at \$3.50 for weekdays and \$5.00 for weekends and holidays. Ticket books are also available which sell for \$30 a book of ten, thereby saving 50 cents per round during weekdays, and by adding \$1.25 to the ticket you can save 75 cents for weekend play.**

# 'Golf Capital' Title Earned



## Events Qualify Naming

The Desert area has earned the title of the Winter Golf Capital of the World, not only through the world-wide publicity afforded world leaders and entertainment personalities who make it their playground, but through the hosting of the greatest golf tournaments in the world.

Twice in four years the Palm Springs area has hosted the famed Ryder Cup Matches — the test of golfing skill between Great Britain and the United States.

**THIS MONTH**, five of the top clubs will host the second annual \$100,000 Palm Springs Golf Classic, one of the richest in the world with its \$50,000 hole-in-one. This year the five clubs which will host the event are: Thunderbird, Tamarisk, Eldorado, Indian Wells and Bermuda Dunes.

**THREE GOLF** courses, Bermuda Dunes, La Quinta and Eldorado hosted the 4th annual U. S. National Senior Open Golf Championship on Dec. 5-11, and drew one of the finest galleries ever attending the matches.

O'Donnell schedules its 26th annual Palm Springs Invitational Championship for March 12-19, a tournament followed throughout the country.

**AND ALL THE** local clubs hold local events during the golfing season, including pro-amateurs and pro-members.

Tournaments like these are played by the country's biggest financiers, entertainment world celebrities, well-known amateur golfers, and the leading golf professionals.

## Complete Golf Course Checklist

Course	Total Members	Guests	Green Fees	Carts	No. Holes	Driv. Range	Putt. Green	Housing	Member Application	Contact
Bermuda Dunes Country Club	300 Open Limit 550	Yes By invitation 3-time limit	\$7.50 Daily	\$7.50 18 holes	18-holes 72-par 7008 yds.	YES	YES	No. Some Home rental	By invitation, sponsored by member, OK'd by Membership Committee	Ernie Dunn, Mgr. Phone DI 7-2356
Eldorado Country Club	415 Total	Yes Member sponsors Guests 5 times in Season	\$10 wk. days \$12.50 Sat-Sun Holidays	\$7.50 18 holes	18-hole 71-par 6868 yds.	YES	YES	On Course	By invitation, sponsored by two members, OK'd by Membership Committee	William Daugherty, Mgr. Phone FI 6-6152
Indian Wells Country Club	400 Open Limit 450	Yes—by Member Invitation	\$10 Daily	\$7.00 18 holes	18-hole 72-par 6800 yds.	YES night lighted	YES	Indian Wells Hotel	Sponsored by two members, approved by board of directors	Eddie Susalla, Mgr. Phone FI 6-6831
La Quinta Golf Course	75 Open Limit 350	Hotel Guests Private CC—Yes	\$7.50 All days	\$7.50 18 holes	18-hole 72-par 6433 yds.	YES	YES	La Quinta Hotel	Purchase lot at golf course, subject to OK membership committee	Richard Goeckner, Mgr. Phone DI 7-4111
O'Donnell Golf Course	250 Closed	Member sponsor only Yes	\$5 18 holes	\$7.50 18 holes	9-hole double 70-par 5412 yds.	NO	YES	NO	By invitation, approved by membership committee	Larry Sitter, Mgr. Phone 325-2259
Ranch Golf Club	90 Open Limit 500	Yes Room Permitting	\$3.50 wk. days \$5 Sat-Sun Holidays	\$4.00 9 holes \$9.00 18 holes	18-hole 72 par 6100 yds.	YES	YES	Ranch Club Properties	Application to Club, sponsor by member desired	John Bennett, Mgr. Phone 324-1648
Riviera Golf Course	Guests	Open	\$2 9 holes \$3 18 holes \$1 add. wk. ends	NO	9-hole 30-par 2000 yds.	YES	YES	Riviera Hotel	Open for guest and public play	Dale Andreason, Mgr. Phone 324-3141
Shadow Mountain Golf Club	217 Open Limit 350	Yes—by Member Invitation	\$5 wk. days \$6 Sat-Sun Holidays	\$6.00 18 holes	18-hole 70-par 5800 yds.	YES	YES	Local Lodges away from Club	Application to club. Must belong to both clubs	Bob Pinnell, Mgr. Phone FI 6-6123
Palm Springs (Municipal) Golf Course	Public	Public	\$3.50 wk. day \$5 Sat-Sun Holidays	\$7.00 18 holes	18-hole 70-par 6550 yds.	YES	NO	NO	Open to the public. Play by reservation	Zell Eaton, Mgr. Phone 328-1005
Tamarisk Country Club	560 Closed	Yes—by Invitation Limit 3 Times	\$5/w/mem. \$10 Alone	\$7.50 18 holes	18-hole 72-par 7052 yds.	YES	YES	Use local Hotels NO	Sponsored by three members, OK'd by membership committee	Harry Drewery, Mgr. Phone 328-2141
Thunderbird Country Club	430 Reg. 72 Social Open for Social Limit 600	Yes Member Sponsor Limit 5 Times Season	\$10 for guests wk. days \$15 Sat-Sun Holidays \$7.50 wk. days A.M.	\$7.50 All day	18-hole 71-par 6680 yds.	YES	YES	On Course	Invitation by two sponsors, 3 references, approved by membership committee	Edgar Schill, Mgr. Phone 328-2161

## Professional Is Thunderbird Claude Harmon



CLAUDE HARMON

Winner of the Master's at Augusta and other top tournaments, Claude Harmon is serving as golf professional at Thunderbird Country Club.

The 44-year-old Harmon has been one of the consistent top pros throughout the United States.

Prior to his taking over duties here in October of 1959, he was pro at Winged Foot Golf Club in New York and Seminole Golf Club at Palm Beach, Fla.

Harmon's associates at Thunderbird are Dutch Hood, Rod Funseth, Harry Bee, Bill Lowe and Ed Mervins.

**BEAUTIFUL**  
*Indian Wells*  
*Golf and Country Club*

**HOME OF THE NOW FAMOUS  
INDIAN WELLS**

# "POW WOW"

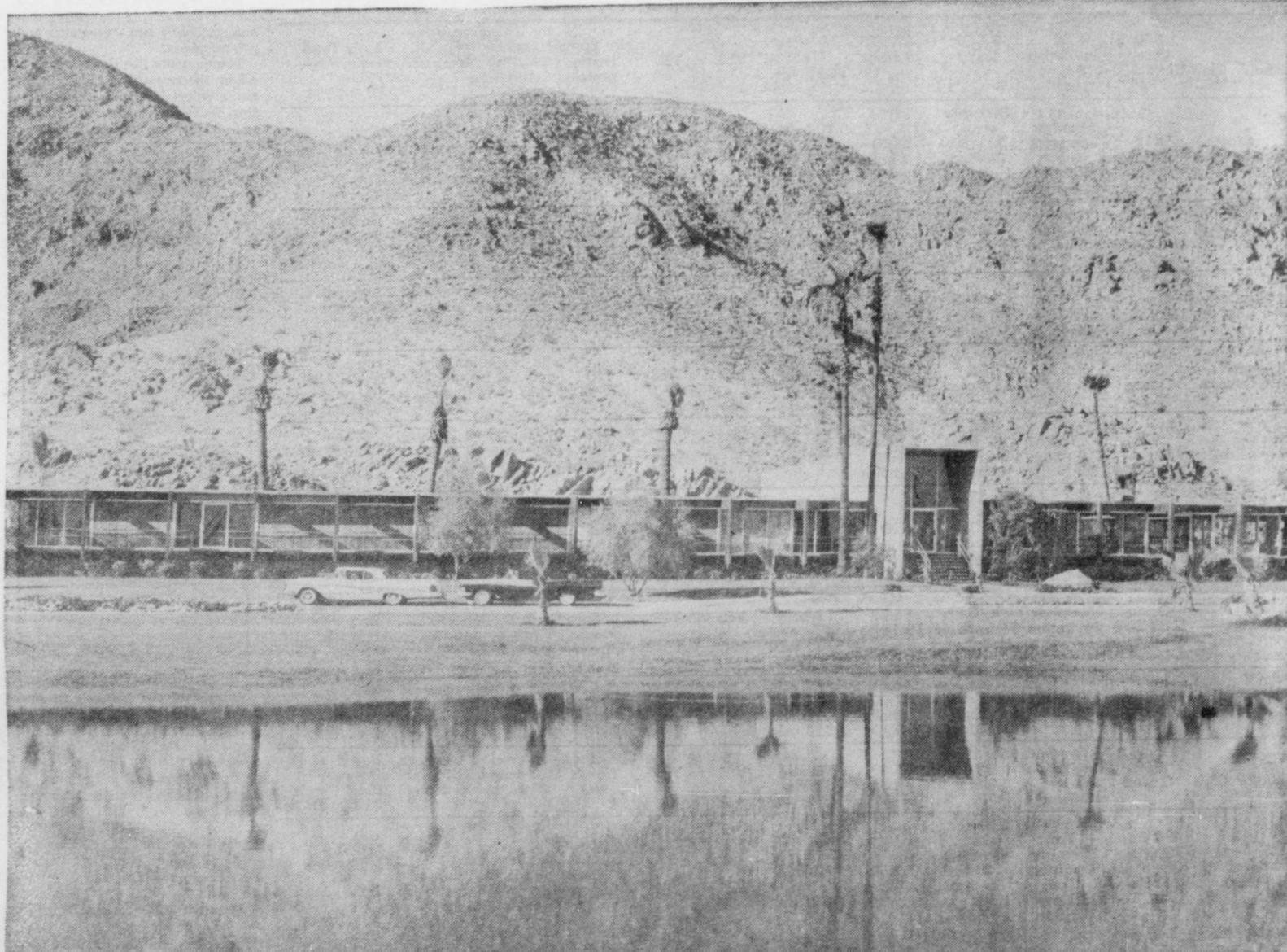
**APRIL 26-29 1961**

One of the four major Desert area golf courses hosting the \$100,000 Desert Classic.

Indian Wells Country Club is the only course in the desert which is equipped with lights for night play on its 400-yard driving range.

Indian Wells  
Country Club

Its lakes, green fairways and smooth greens blend with the foothills of the Santa Rosa Mountains.



# Indian Wells Now Top Course

## Site of Indian Legend

Many years ago an Indian tribe dug a well not far from Palm Springs — the only well in the world where you went down a flight of steps to get water — and thereby named an area that today is gaining in popularity as the home of one of the country's finest golf courses — Indian Wells Country Club.

Four years ago a group of men had lunch together and decided between themselves that the Palm Springs area could use another golf facility. The community already boasted of three excellent courses.

**TWO OF THESE** men — Paul Prom and Eddie Susalla — began the long task of finding a site and drawing plans for something different in golf facilities.

The two with Milt Hicks — Mr. Golf in Palm Springs — broke ground for the development in a cove of the Santa Rosa Mountains just off Highway 111 at Indian Wells and outlined a two year program of expansion.

A few months after big equipment cleared the site, nine holes were in play and a temporary golf shop had been put into use.

**THEN THE BOARD** of directors was called to a meeting and the



**INDIAN WELLS COUNTRY CLUB**, shown from Signal Mountain in back of the clubhouse, takes a high place among the best clubs in the country. Located in the coves of the Santa Rosa

expansion program was started, but before the second nine holes were under way, Paul Prom died, and Milt Hicks was elected president of the board.

Other officers who today are members of the board of directors, include John Cruc, vice president; Eddie Susalla, secretary - treasurer; and directors Desi Arnaz,

Mountains, the club is one of the most popular in the desert. Eddie Susalla is pro-manager of the course.

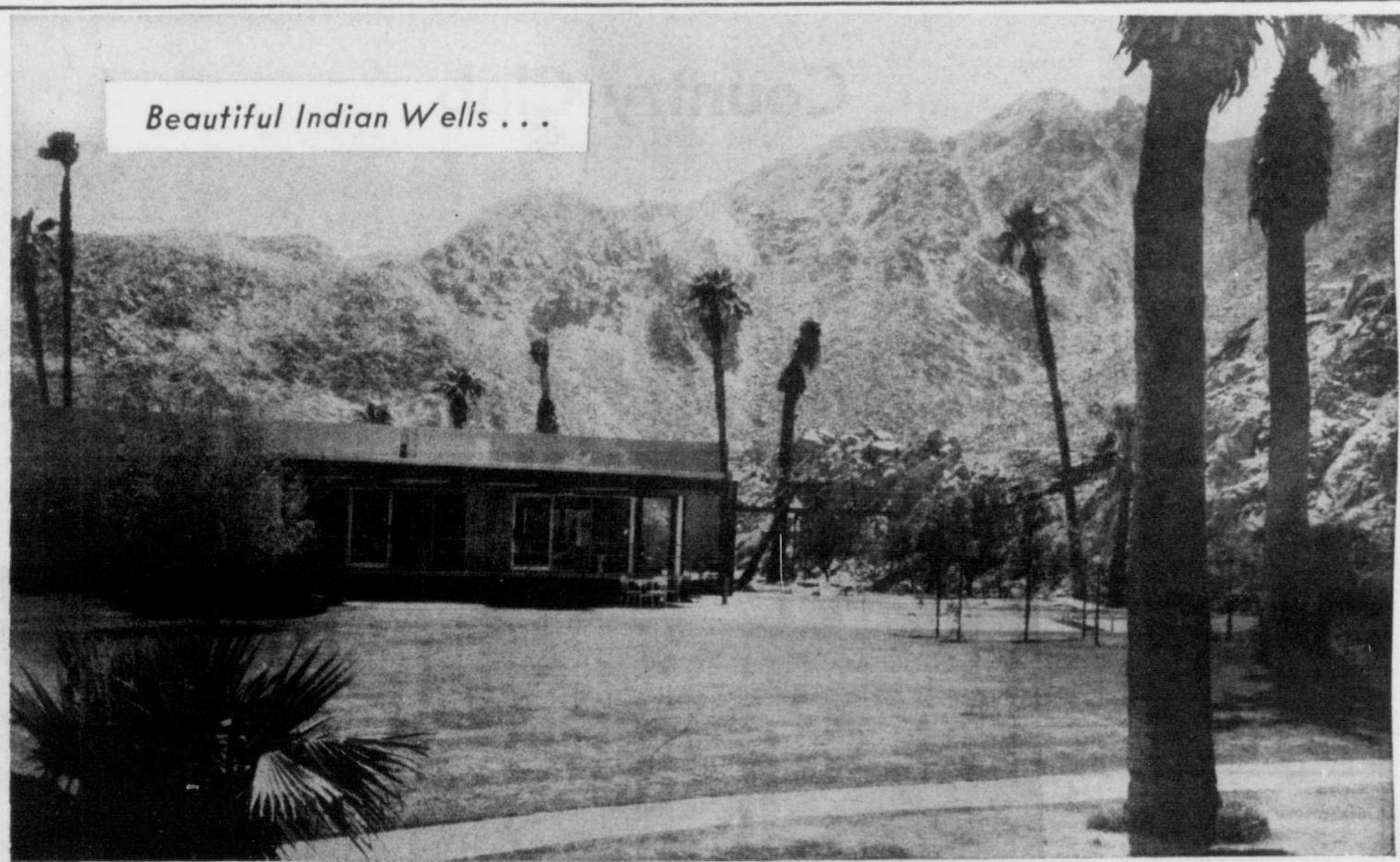
Bill Worthing, Linn Johnson and Errol Murphy.

**THESE MEN HAVE** put \$750,000 into the construction of the

golf course, and plus this amount are acres of homesites which surround the 18-hole golf facility.

In the corner of the golf course See INDIAN WELS, Page 37

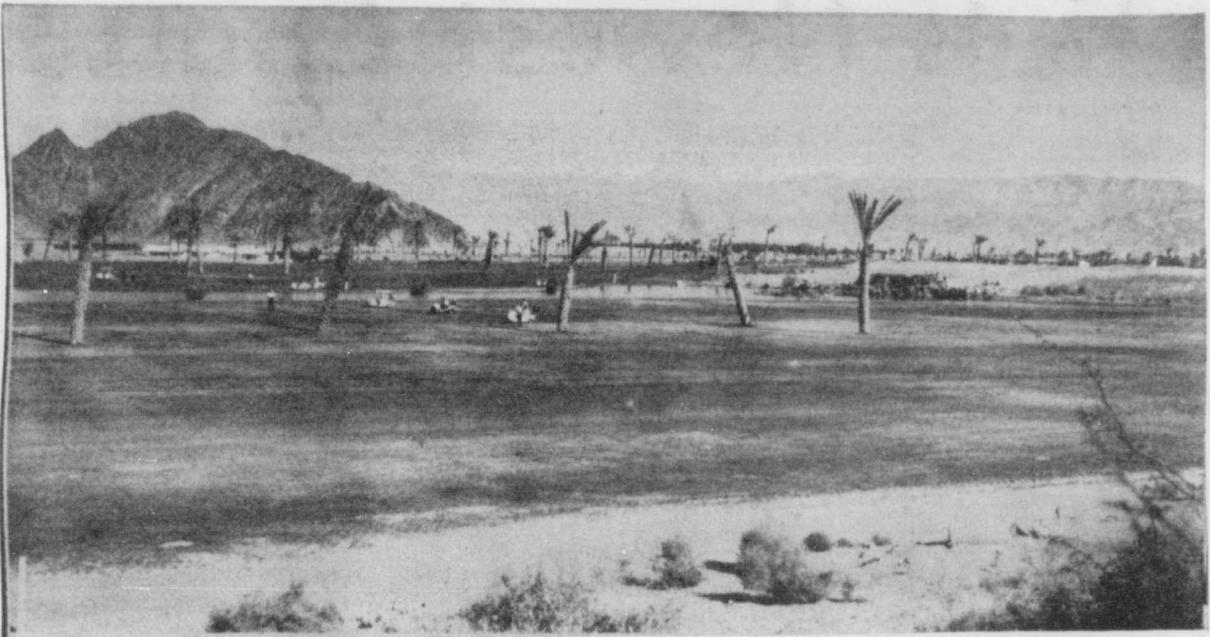
*Beautiful Indian Wells ...*



*Golfing paradise of the Winter Golf Capital of the World ...*

**Indian Wells Country Club**

EDDIE SUSALLA—PRO-MANAGER



This beautiful 18-hole course, located at La Quinta  
Is a garden spot of the Winter Golf Capital of the  
World — Beautiful Country Club Estates line the  
Fairways.

## *Most Beautiful Private Club* *The La Quinta* Country Club



Real Estate is available, and to be a member of this  
exclusive club you must be a Country Club Estate  
owner. Playing privileges are available to guests  
of The La Quinta Hotel.



# La Quinta Is Newest Course

## Constructed on 119 Acres by Mountains

Although President Dwight D. Eisenhower didn't play a full 18 holes, La Quinta Country Club, like three other Winter Golf Capital of the World Courses, can boast that he played the course.

The newest golf course in the Desert area, La Quinta today is proud of its 18 - hole, 72 par, championship facilities.

LA QUINTA COUNTRY Club opened for play on Nov. 13, 1959, and in the past few months has added a lake, making a total of four lakes at the country club.

The course is built on 119 acres, at one end bordered by residential properties and snuggled in the foothills of the Santa Rosa Mountains.

With a total of 6,874 yards, the longest fairway is par 5, No. 13, with 510 yards from tee to pin, and the shortest is No. 3, 3 par, 186 yards. The large center lake viewed from the club house is fed from two smaller lakes over a waterfall by circulatory pumps.

ENTRANCE TO the course, located directly across the street from the La Quinta Hotel, leads to a pro shop, cocktail lounge, club room and locker room.

The La Quinta Corporation has planted a total of 2,600 trees on the course, interspersed with some 600 palms. Of special note is the planting of a new grass known as 328. It is an African Granda costing five times the price of Bermuda, and is of the finest texture of any grass in the desert.

All the sand traps have been dug out and filled with pure white sand.

LA QUINTA GOLF Course is a private facility open only to members of the golf club and guests at the hotel.

The course is operated by Richard Goeckner, pro, his assistant, Jim Slominski, Merle Lint is greenskeeper and Jerry Maxwell pro shop assistant.

One man is responsible for the successful completion and opening of the 18 hole links. He is Leonard Ettelson, who worked side by side with golf architect Lawrence Hughes.

OFFICERS OF the organization are William Thompson, chairman of Seaboard Finance Company,

president; Ed Crowley, chairman of the board of Sheraton Hotel chain, vice president; and L. W. Craig, treasurer.

Also behind the La Quinta Golf facilities are a group of the most influential men in the United States.

THEY INCLUDE: George Allen, friend of the presidents; William DuPont Jr., chairman of the board of William DuPont company; Willard Keith, president of Marsh - McLellan Cosgrove Co.; Lloyd Austin, president of Security - First National Bank; Luther Anderson, Cypress Mining and Interstate Baking Company.

Also L. W. Craig, president Kings Title Land and Cattle Company; Walter Heyman, executive vice president First National Bank, Chicago; Robert Koenig, president of Sierra de Pasco and director Manufacturers Trust Company and Mutual Life of N. Y.; Frank Russell, chairman of the board of Sierra de Pasco, director Otis Elevator and Chase National Bank; William Brady, president Corn Products.

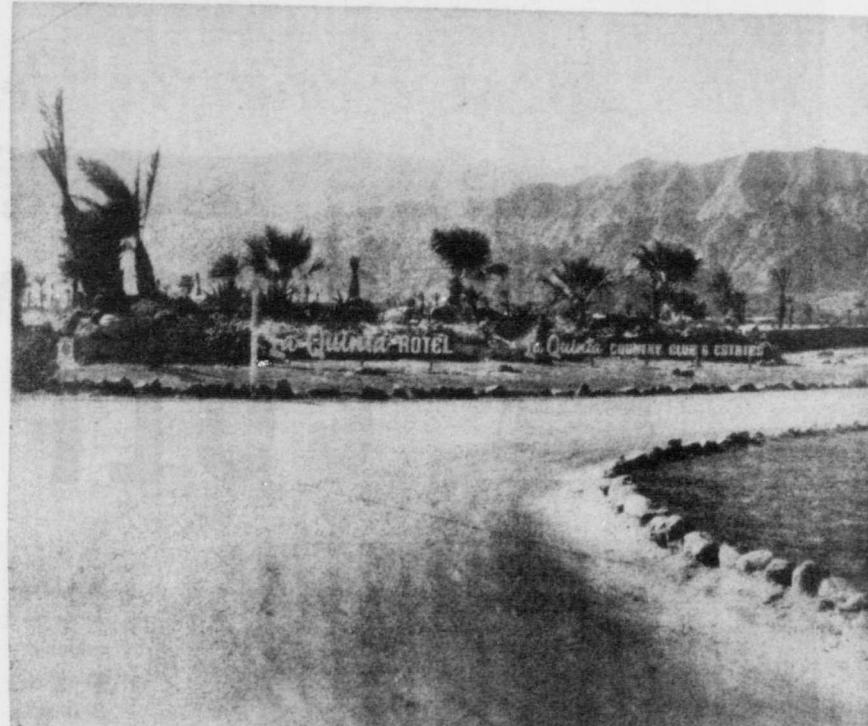
DAN BELL, chairman of the board of American Security Bank, Washington, D. C.; Col. William Schooley, vice president of American Security Bank; Edmund G. (Pat) Brown, Governor of California; Morris Stands, Director of the Budget; Judge William Campbell, U. S. District Court; A. R. Floreen, chairman of the board, City National Bank, Chicago; Roy Crummer, president Beverly Hills Development Company.

And Henry Crown, head of General Dynamics, Rock Island Railroad; as well as such men as Leonard Ettelson, William Friedman, Marcel Hirsch, Roy Crummer, Jr., and Courtney S. Turner.

Not mentioned in the list of names is one man who has done more for La Quinta than possibly all the rest — John Elsbach — who saw a future in La Quinta when the area was nothing but sage and sand dunes.

THREE MEN BEHIND the development and operation of the La Quinta Country Club are, left to right, Club professional Dick Goeckner, Col. Courtney Turner and Leonard Et-

telson. Ettelson and Turner have worked diligently to construct and landscape the course.



ENTRANCE WAY TO La Quinta Golf Club and Hotel is as picturesque as the course itself. The entire corner, both sides of the street, is desert landscaping and lawn, with new palms silhouetted against the Santa Rosa Mountains.



BING CROSBY, owner of Blue Skies Trailer Village, points out to Phil Harris and Rex Thompson the 18-hole drive and putt course

located in the center of the park. A lake and fountain are located in the center of the course that is built on a triangle.

## GOLF CLASSIC TV SET FOR FEB. 4-5

The "Palm Springs Second Annual Golf Classic," spotlighting top professionals, leading amateur players and famed personalities in the world of entertainment, will be presented Saturday, Feb. 4 (1:30 - 3 p.m.) and Sunday, Feb. 5 (1 - 2:30 p.m.) on the CBS Television Network, it was announced today by William C. MacPhail, Director of Sports for CBS News.

The \$50,000 - added tournament, during which the entrants also will be aiming at a special \$50,000 prize for a hole - in - one, will be presented from the Eldorado Country Club in Palm Springs on Saturday and from the famed resort's Tamarisk Country Club on Sunday.

A total of 128 teams, each made up of one professional and three amateurs, will compete in the golf classic, which will be described

by sportscasters Jim McKay and Jim McArthur.

Arnold Palmer, 1960 "Golfer of the Year," will head a long list of sharpshooting pros, among whom will be Dr. Cary Middlecoff, Gene Littler, Gary Player, Tommy Bolt, Jay and Lionel Herbert, Julius Boros, Art Wall, Mike Souchak, Doug Ford, Jerry Barber, Billy Casper, Ted Kroll, George Bayer, Roberto de Vincenzo and Doug Sanders.

Representing the entertainment field in the tourney will be such stars as Desi Arnaz, Jerry Lewis, James Garner, Hoagy Carmichael, Lloyd Nolan, Dennis O'Keefe, Fred Waring, Phil Harris, Randolph Scott and Jack Kelly.

Peter Molnar will produce the "Palm Springs Second Annual Golf Classic" for television and Frank Chirkinian will direct.

# ... a new Chapter in Golf is now being written ...



Shadow  
Mountain  
Golf Course

New members are required to become members of Shadow Mountain Club in order to use this beautiful course.



## SHADOW MOUNTAIN GOLF CLUB



BEHIND THE OPERATION of the Shadow Mountain Golf Club are many more than just four men, but four of these men are pictured above. Left to right are: Frank Sorenson, director of publicity and membership; Mon Wallgren, president of the board; Fred Blades, Secretary; and Bob Pinnell, club professional.

We have built a golf course that will be an inspiring challenge to the golfer—"one which will make him think every minute." This was the thought uppermost in the minds of those responsible for the plans for this 18-hole golf course, destined to rank as one of the finest in the West.

Ingeniously planned contours, dog-leg fairways and well-trapped greens—truly a **pin-pointed course that will require accuracy rather than power alone**, one that will call for **every club in the bag** and provide the golfer who uses his brains an even chance with the long hitter.

### EVERY HOLE A CHALLENGE!

Typifying the new modern type of course, Shadow Mountain is somewhat shorter than many but will not be easier to play. The good golfer will be able to make the course in about two and one-half hours. Obviously, it will be **less tiring and time consuming**.

Yes, here is a course imaginatively designed . . . a sporty course that will test the individual player's skill and invite championship play.

### FOR INFORMATION WRITE:

**FRANK SORENSEN**  
P. O. Box 966, Palm Desert, California

# SMC Course Is Challenge

## Accuracy Needed For Play

Right in the center of the golf facilities in the desert, a newly completed 18 hole golf course is one of the new additions to the Winter Golf Capital of the World—Shadow Mountain Golf Course.

Under the control of a corporation guided by a group of men with foresight and logic, the 18-hole, 5,800 yard par 70 course is just "a little different than other courses in the area."

**THE LENGTH OF** the course was an important consideration in the planning of it. It was felt that the average business man could not and would not, stay on his feet four or five hours to play golf.

The men behind the course planned the links with a single thought in mind: "Let's build a golf course that will be an inspiring challenge to the golfer — one which will make him think every minute."

**AND THIS IS** what they have done. Ingeniously planned contours, dog-legged fairways and cleverly trapped greens have made the course one which will require accuracy rather than power, one which will call for the use of every club in the bag, and will put the golfer with brains on an even par with the long hitter.



**FROM THE GOLF SHOP** at the Shadow Mountain Golf Club, looking over the putting green and fairways, visitors can hardly believe that they view the most challenging course

**THE AREA'S** newest golf links cost some \$750,000 to build and is run by a group of nine men who make up the board of directors, all of whom have played an important part in the start and construction of the course.

These men are Mon Wallgren, president; Clarence Goodwin, vice president; Ted Smith, ex-vice pres-

ident; Fred Blades, secretary; Andy Moseley, treasurer; and directors Cliff Henderson, George Thompson, George Townsend and Jim Druggan.

**IT IS A NON-PROFIT** corporation, separate from the operation of the Shadow Mountain Club, although many of the club's facil-

ties are used by the SMGC. Memberships in the golf club are full of ownership, non-assessable and shares are saleable or transferable.

A championship course approved by the PGA, the longest fairway is number 16, 580 yards, par 5; and the shortest is number 13, 150 yards par 3.

**THIS COURSE** has been played and praised by golfers from all of the courses in the Coachella Valley and from players and pros coming here from different clubs.

The course is located in back of the Shadow Mountain Club in Palm Desert. A single lake crosses number five and eleven fairways. See SHADOW MT., Page 36

## What Membership in One Of America's Finest, Most Beautiful Family Clubs--

### SHADOW MOUNTAIN CLUB

Means to Its Members and Their Guests

- Dining and Dancing
- Social Schedule
- Recreation for the family
  - fashion shows
  - sport shows
  - tennis
  - golf
- For Mom and Dad
  - bridge and canasta luncheons
  - evening card parties
  - shuffleboard
  - putting tournaments
- Youth Activities
  - for all ages from 2 to 18
  - holiday parties
  - water shows
  - swimming



While the man of the house is playing golf there is planned play for the children — a beautiful clubhouse for the ladies.

The re-designed 1,200 yard pitch and putt course surrounding the entire clubhouse is wonderful for your short game.

#### SHADOW MOUNTAIN GOLF CLUB

This splendid new 18-hole layout adjacent to our Clubhouse is completed. Membership is still available to Shadow Mountain Club Members. Full information and brochure given upon request.

## SHADOW MOUNTAIN CLUB

P.O. Box 1018  
Palm Desert, California

Telephone  
Fireside 6-6123

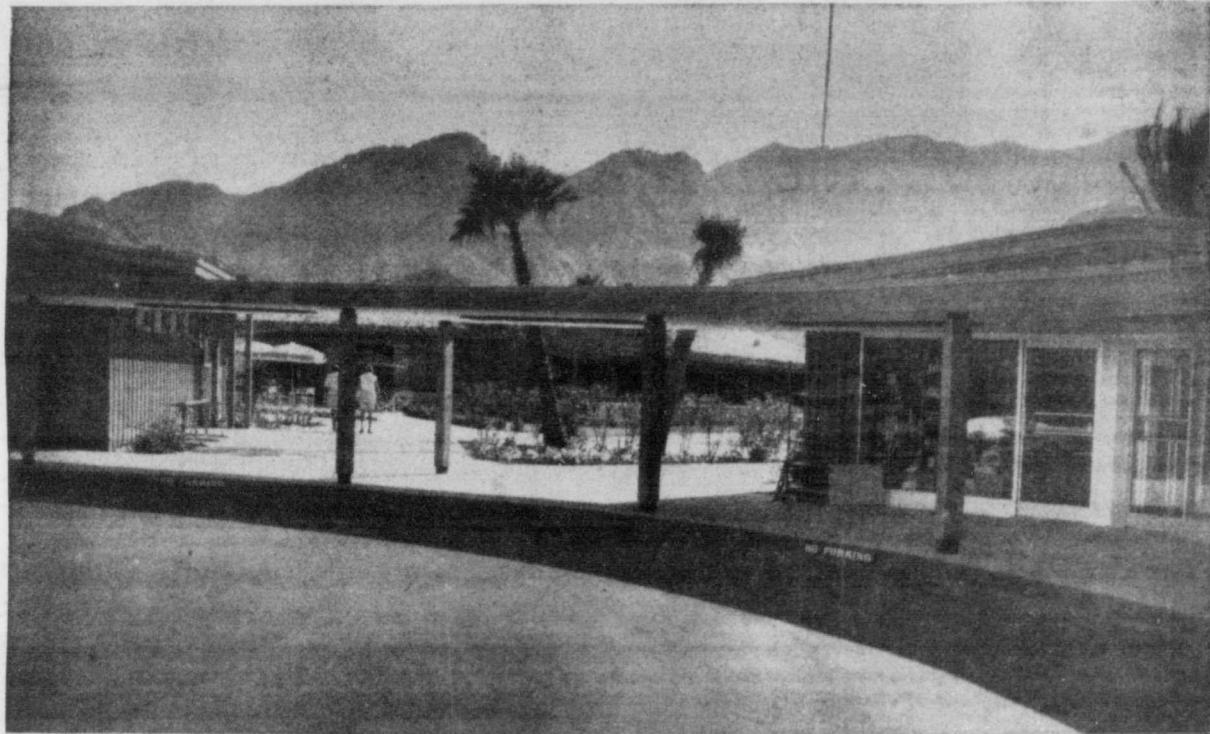
THE FOLLOWING CONTRACTORS AND SUPPLIERS

CONTRIBUTED TO THE

**"NEW LOOK"**

for the  
**BEAUTIFUL**

**THUNDERBIRD CLUBHOUSE**



**ASPHALT PAVING**

MASSEY CONSTRUCTION CORPORATION  
Indio—DI 7-3326

**ROOFING:**

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**INTERIOR PANELING:**

Masonite cherry-grain interior paneling  
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**VINYL TILE FLOORS:**

INDIO PAINT AND RUG CENTER  
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**INSULATION AND ACOUSTICAL TILE:**

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**GLASS:**

HOUSE OF GLASS  
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**HEATING AND REFRIG. AIR COND.:**

UTILITY HEATING AND COOLING  
640 Williams Road—FA 4-9770, Palm Springs  
Riverside—3015 Durahart

# Thunderbird Has 'New Look'

## Initial 18-Hole Course

Thunderbird Country Club—the Desert area's first full 18-hole championship course—was started more than 20 years ago and today has been completely renovated to make it one of the most beautiful courses in the world.

Directed personally by Peter Kiewit, a member of the board of directors from Omaha, Neb., and Eric Stainton, president of the board, the \$800,000 renovation program was undertaken last summer and was completed in time for the club to open late last year.

AT THE SAME time, renovation of the fairways and greens was also accomplished, giving the club an almost entirely new look.

Thunderbird Country Club was started in 1951 and Frank Bogert was first manager. The club comprised some 720 acres, 250 of which has been turned into rolling green fairways and putting greens.

SIX YEARS AGO Edgar (more happily responsive to Ed) Schill became manager of the course, and already Palm Springs was entertaining thousands of tourists on its area golf facilities, but Thunderbird was becoming a focal point for a nationally known tournament—the famed Thunderbird \$15,000 Pro-Am.

Because of its increasing size each year, today the famed Pro-Am has been done away with, and has been made the new \$100,000 Desert Classic.

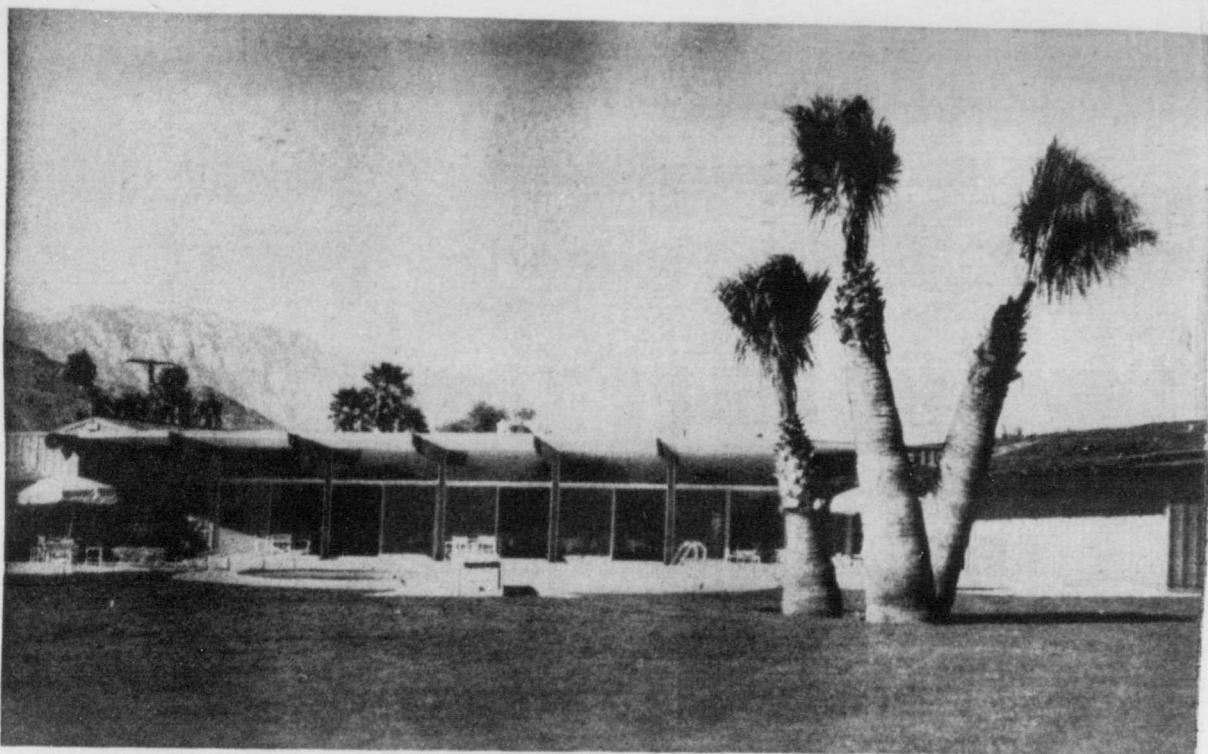
Thunderbird today is a complete golfing facility boasting a driving range, putting green, complete professional shop, cocktail lounge, snack bar, both public and private dining rooms, a complete shop, and swimming pool.

At one time a tent stood on this spot to take care of the large parties of golfers.

W. Clarke Swanson, W. C. Thornton, George R. Wright.

BEHIND THE scenes and working directly with Schill are starter Roy Sanders, Chef Max Klebsittel, matre'd Werner Fletcher, greens superintendent Bonnie Bell, main-

See THUNDERBIRD, Page 41



THUNDERBIRD COUNTRY Club has a new look from the ninth green. With the swimming pool in the foreground, the renovated building houses the dining room, lounge and bar.



Greatest Crowd Ever—Thunderbird's 18th Hole—\$100,000 Palm Springs Golf Classic

**THUNDERBIRD COUNTRY CLUB**

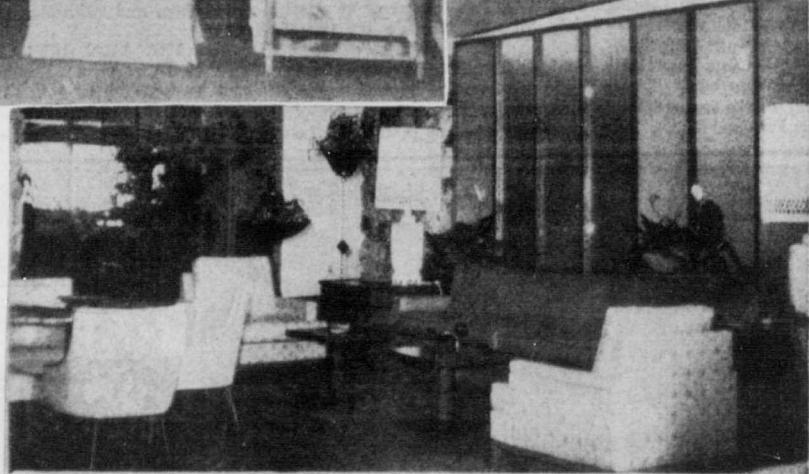
# ... there's a "New Look"

## at THUNDERBIRD COUNTRY CLUB

... New Decor Throughout



Entry-way leading to the new lounges and conversation room.



An invitation to complete relaxation will be found in the new lounge—pictured at right.

## WELCOME—2ND ANNUAL \$100,000 DESERT CLASSIC

*One of the five  
Courses Chosen  
For Play*

February 1 - 5 1961

### OFFICERS

President ..... Eric Stainton  
1st Vice President .... Leonard K. Firestone  
2nd Vice President .... Robert P. McCulloch  
Treasurer ..... Paul Reynolds  
Secretary ..... James M. Worthy

### DIRECTORS

W. G. Thornton ..... Leonard K. Firestone  
Peter Kiewit ..... Maynard Laswell  
E. A. Kelloway ..... James D. Garibaldi  
W. W. Cruttenden ..... Eric Stainton  
Harold P. Cooper ..... Ben F. Shearer  
Frank H. Hoy ..... Robert P. McCulloch  
W. Clarke Swanson ..... George R. Wright  
Paul Reynolds

Edgar C. Schill, Assistant Secretary and Manager

# O'Donnell Club Is Oldest Here

## Course Was Started By O'Donnell in 1929

Palm Springs' oldest and most popular golf facility for Senior golfers is beautiful O'Donnell Golf Club, a nine-hole paradise in the center of America's Foremost Desert Resort.

A key part of the courses that make up the Winter Golf Capital of the World, O'Donnell was started in 1929 by pioneer resident Tom O'Donnell, whose palatial home in Palm Springs was one of the first "hide outs" of important personalities of the United States.

**O'DONNELL** directed his gardener, the late John Kline to build him a nine-hole golf course in his front yard, and within a year it was completed. He kept it private, for only himself and his close friends to play on, and it stayed that way until 1945, when in a deed of civic pride he turned it over to the City of Palm Springs.

The golf club today is run by a group of 25 men, headed by a board of directors. President of the O'Donnell Golf Course is J. E. "Dad" French, a close friend of O'Donnell's and one friend that was always allowed to play the private course.

ON THE BOARD of directors with French is vice president Ben Shearer, secretary-treasurer Fred Inger, Major R. H. Fleet, Milton A. Inger, Rubin H. Fleet, Milton A. Hicks and Frank A. Purcell.

Most unique of the beautiful green fairways of O'Donnell Golf Course is the fifth tee, a natural landmark—the very end of the mountain forms a barrier between

the tee and the green. Golfers test their skill in an iron shot by going over the top, and many have mastered the shot.

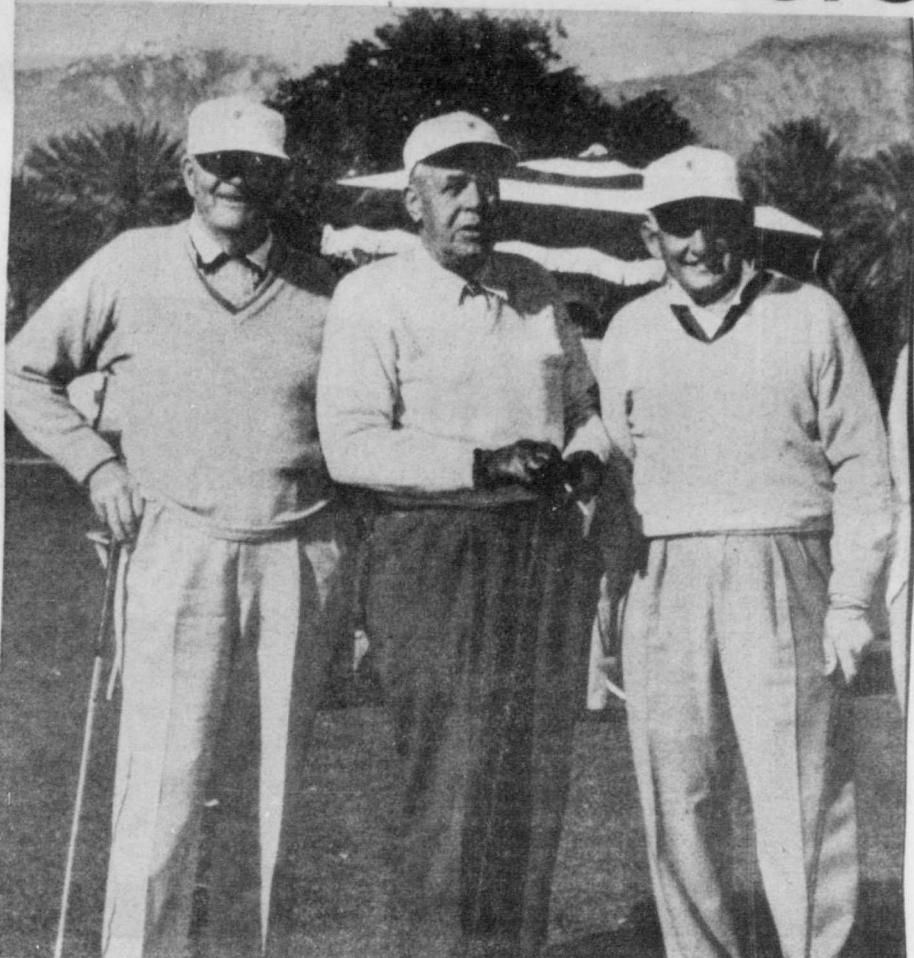
**THE COURSE IS** built on the very edge of the Mt. San Jacinto foothills and the greens and fairways curve in and out of the coves in the mountainside.

Managing the business of O'Donnell Golf Course is easy-going 46-year-old Larry Sitter, who will soon celebrate his 23rd anniversary as an employee of the golf club.

**HE BEGAN** as a starter on the first tee, later went into the office as assistant manager. He went into the Navy in 1944, and returned to his job when the war was over.

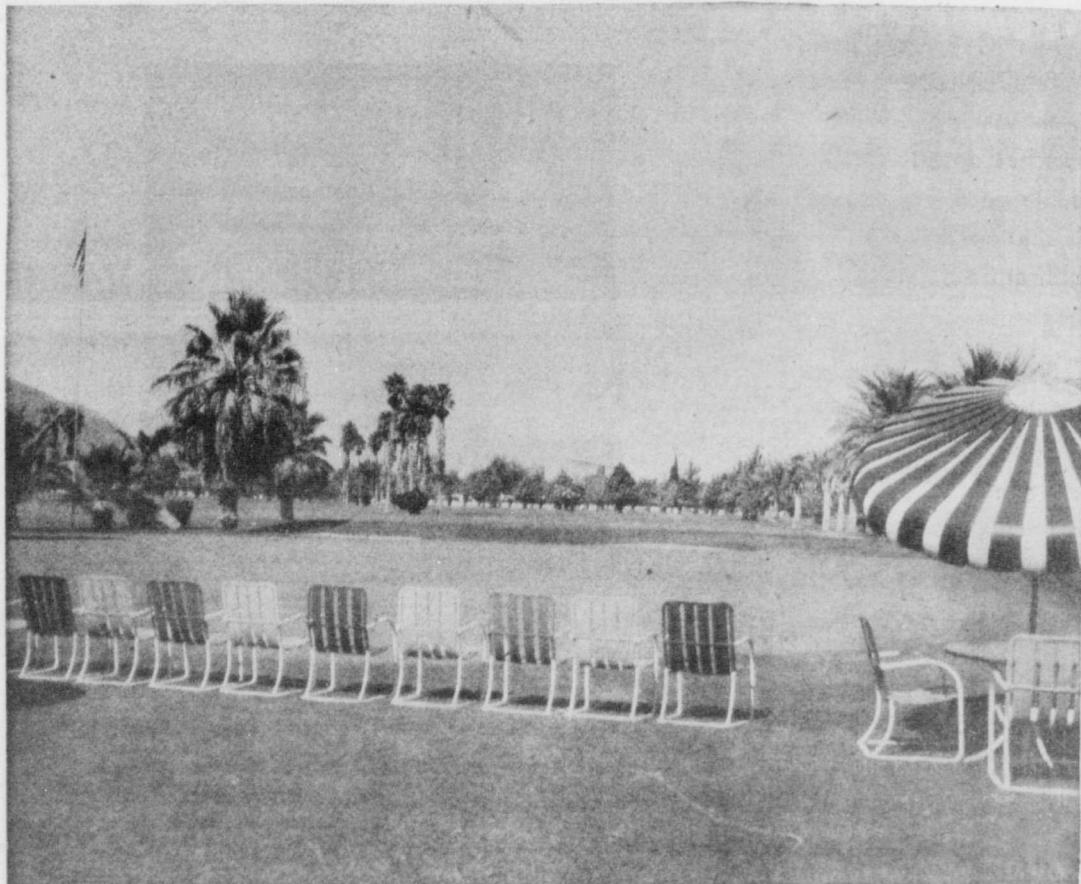
Kline was the first manager of O'Donnell, and he was followed by George Howard, present professional, who held both jobs for a few years. Because of the increased membership and added duties on Howard, the O'Donnell group appointed Ernie LaFleur, and in 1950 Larry Sitter became manager, and has held the job since.

**HOWARD HAS** been club professional for 25 years, and other employees, with the course a long time, include Dolores Smith, office secretary; and E. W. Clark, assistant to Sitter.



THREE KEY MEN at O'Donnell Golf Course are, left to right, Major R. H. Fleet, J. E. "Dad" French and Ben Shearer, shown on the golf

course. O'Donnell was Palm Springs' first golf facility.



## Home of the Desert Seniors . . .

-- and --

The 26th Annual  
Palm Springs  
Invitational  
Championships

March 8-12, 1961

**O'DONNELL GOLF COURSE**  
In The Center of Palm Springs

## BERMUDA DUNES CLUBHOUSE

... and 18th green from  
across the lake during recent  
club Pro-Amateur Invitational



Driving range just below BERMUDA DUNES Clubhouse affords a colorful, breath-taking view of the surrounding sun-drenched desert. Club facilities include a cocktail lounge, a dining terrace and a completely equipped pro shop offering top lines in golf attire and equipment.



DR. CARY MIDDLECOFF, well known professional golfer, is closely watched by Bermuda Dunes Pro Ed Vines, as he takes practice swings on the Bermuda Dunes course.



FRED WARING, well known bandleader and actor Howard Keel are pictured at Bermuda Dunes with Manager Ernie Dunlevie and pro Walter Burkemo.

BERMUDA DUNES is quickly accessible via Western Airlines, Bonanza Airlines, Southern Pacific Railroad. Driving by car, you'll find BERMUDA DUNES between Palm Springs and Indio. Take Highway 111 thru Palm Springs to Country Club Drive at Thunderbird Golf Club, turn left to Bermuda Dunes—or take Freeway 99 past Thousand Palms to Adams Street; on Adams, turn right to BERMUDA DUNES.

# Bermuda Dunes Is 'Natural'

## Increase Already Needed

Where sagebrush thrived a year ago, today golfers from all over the nation are relishing the joys of play on the beautiful new Bermuda Dunes Country Club's 18-hole championship course.

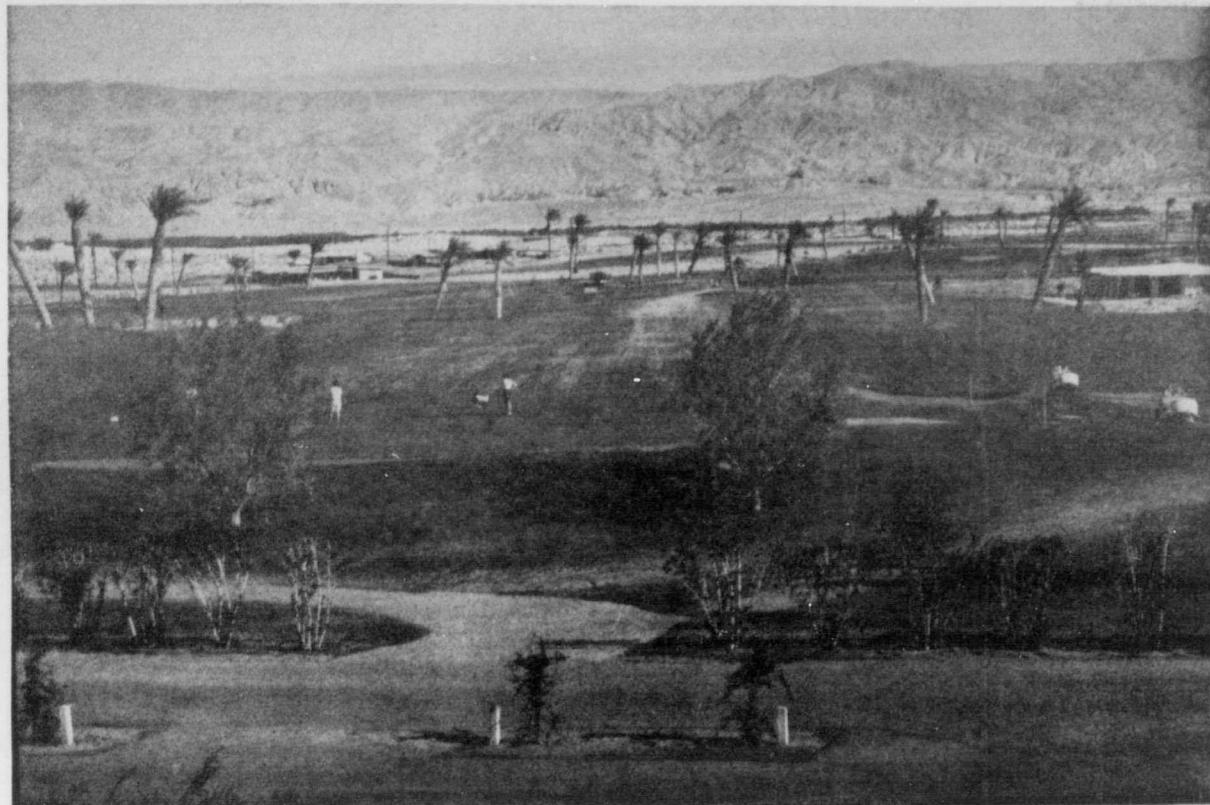
Located 15 miles east of Palm Springs off Highway 99, it was designed by William F. Bell, one of the nation's top golf course architects.

**BERMUDA DUNES** is laid out on natural links. Despite its remoteness from the sea, in its architecture and the beauty of its sand dunes surroundings, it is strangely similar to the Cypress Point and Pebble Beach courses.

Response from golfers to this magnificent addition to the booming golf facilities of the Palm Springs area was immediate.

This is attested to by the remodeling of its spectacular clubhouse — it sits cathedral-like atop a lofty dune — after only a few months of operation.

**DESPITE THE** club house's original spaciousness, its patronage has been so tremendous that more room has been added. The splendidly expanded building boasts greatly enlarged dining facilities. The bar likewise is being enlarged and moved to a glass



A SCENE FROM THE Clubhouse, overlooking the golf course, shows private home on the course, both completed and under

area commanding a sweeping view of the far-reaching fairways stretching toward the picturesque Santa Rosa and Chocolate Mountains.

Responsible for Bermuda Dunes are two men who long had felt

that Palm Springs golf facilities were far from adequate to meet demand of vacationers and the legion of new desertland home owners.

Ray Ryan and Ernie Dunlevie are the two energetic men of vi-

construction. Bermuda Dunes is contained on a total of 1,000 acres, with about 160 used for the course alone.

sion who pooled their efforts, resources and perseverance to convert a scenic stretch of sand dunes into a truly great golf course.

THEY WERE fortunate in having Bell in charge of the architec-

tural reins on the golf course construction. Bell designed a layout that skillfully combined championship characteristics with breathtaking scenery.

Set amidst a naturally rugged See **BERMUDA DUNES**, Page 40

## OWN YOUR OWN APARTMENT at Bermuda Dunes Country Club

Bermuda Dunes  
COLONIES

NOW  
UNDER  
CONSTRUCTION

Bermuda Dunes  
FAIRWAY VILLAS

Both these unusual developments adjoin the  
first and eighteenth fairways

**E**xpertly designed for complete carefree Country Club living. Luxurious two bedroom - two bath apartments with every modern feature.

YOUR  
INSPECTION  
INVITED



Just a "nine-iron" from the Clubhouse. Swimming pools, private twin patios, putting greens -- are only a few of the plus values you will find here.

**Bermuda  
Dunes**

INQUIRE  
AT THE  
CLUBHOUSE

# Eldorado country club

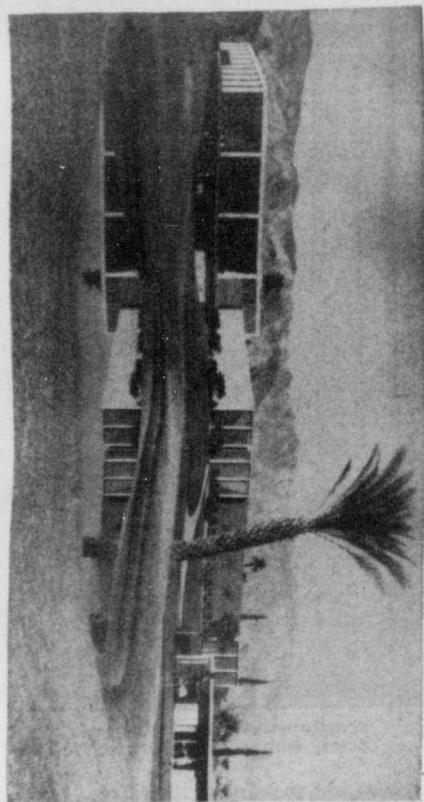
Located in the Heart of  
The Desert Golf Course Empire

Newest Course of Five

Hosting

The Palm Springs Golf Classic

February 1 - 5



One of 7 lakes with the Country Club in background



Front view of Eldorado Country Club

**Eldorado Country Club**

Palm Desert, California

# Eldorado Choice of Leaders

## Course Is Well Planned

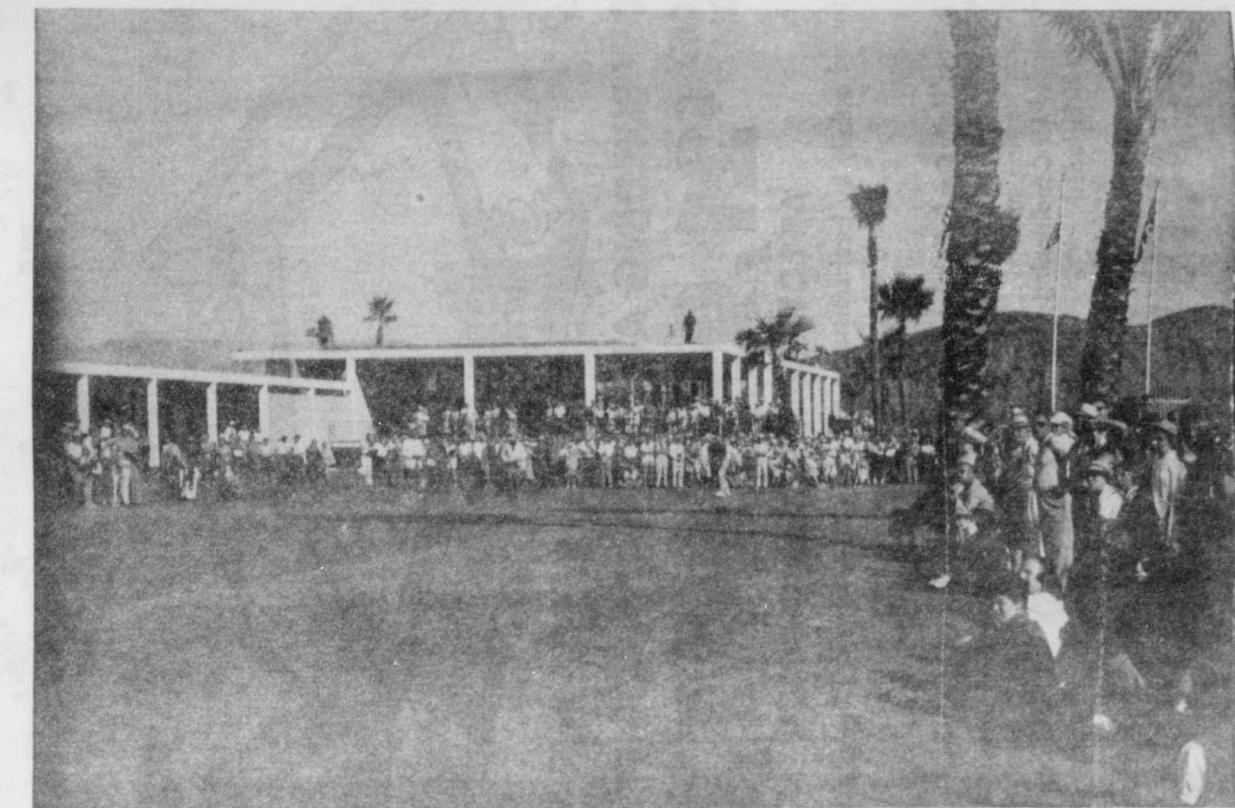
In Palm Desert, the center of the Winter Golf Capital of the World, is located the fabulous Eldorado Country Club — playground of such world leaders as President Dwight D. Eisenhower and German Chancellor Konrad Adenauer.

The club was originally started by a group of four men, general partners, Robert McCulloch, John Dawson, J. Ross Clark and Jimmy Hines, but this year its future was turned over to the club membership.

**ELDORADO COUNTRY** Club is operated by a board of directors consisting of 15 members and supplemented by three non-members of the board.

President of the board is Robert P. McCulloch, the man who with the three former owners started the Country Club.

OTHER MEMBERS of the board are: J. Ross Clark, II; John W. Dawson; Jimmy Hines; Justin W. Dart; Robert J. Cannon; Leigh M. Battson, executive vice president; Freeman Gosden; Charles A. Prince; John L. Ryde; Richard Snideman; Nat Rogers; W. Clark Swanson; Larry S. Tailer and



AT THE NO. 1 TEE AT ELDORADO, spectators line the fairways to watch as top professionals tee off in one of the top golf tournaments. From Eldorado's Clubhouse, spectators can

Duane W. Wheeler.

The other three men are: Joseph H. Hegener, treasurer; John D. Cavanaugh, secretary; and William R. Daugherty, assistant secretary and general manager.

Eldorado Country Club was con-

structed with the ideas of the four original owners and well-known golf course architect Lawrence Hughes. The result is a well planned, challenging course.

THE ELDORADO links consist of

watch while golfers make the approach on holes four, nine, 14 and 18, over and between four of the seven lakes.

18 holes, par 71, with 6,868 yards of fairways and a group of the most cleverly engineered "wet" traps that have ever been devised.

The longest hole is No. 17, 522 yards, par-5, doglegs away from the hazardous water traps. Short-

est hole is No. 2 fairway which can vary in length from 190 yards to 150 yards depending on the placement of the tee markers and placement of the pin. The green

See ELDORADO, Page 38

## ELDORADO'S "SUNBURST"

### Member-Guest Tournament

The largest single club tournament in the desert area

MARCH 22-26, 1961

at The Beautiful ELDORADO COUNTRY CLUB

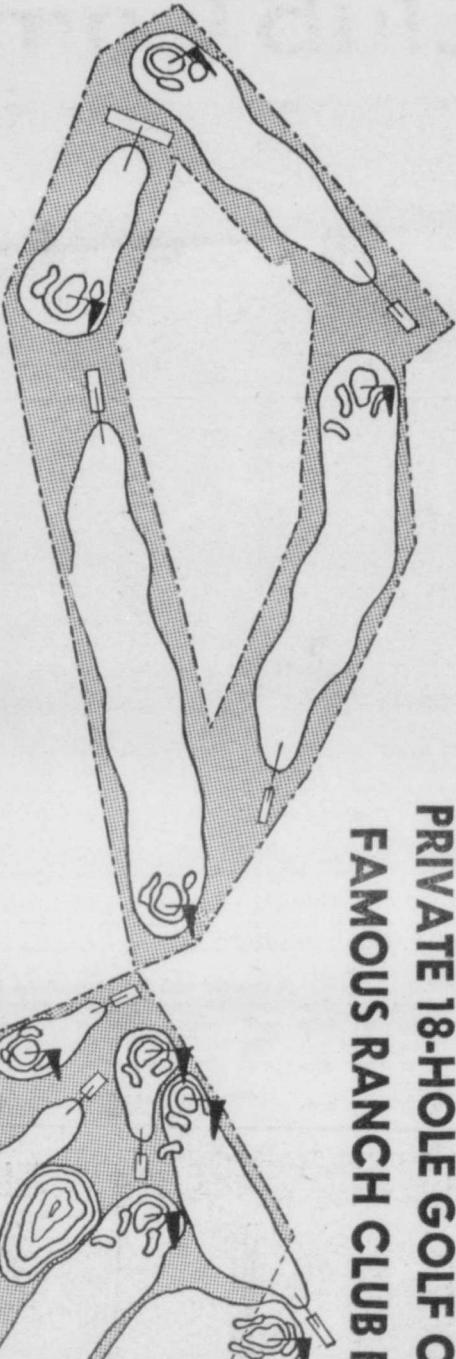


# Ranch Club Estates

The only *true* Country Club Living in Palm Springs  
offering

PRIVATE 18-HOLE GOLF COURSE plus  
FAMOUS RANCH CLUB FACILITIES

- Swimming Pools
- Tennis Courts
- Dancing
- Riding

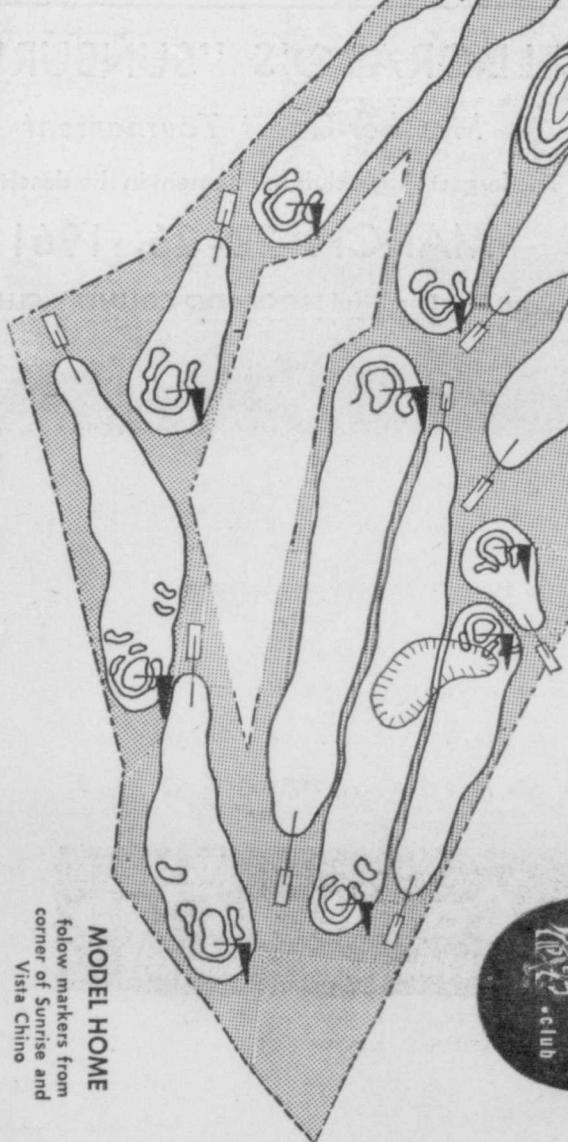


NOW BUILDING ANOTHER 200 HOMES  
PRICED **\$21,950 to \$27,950**  
FROM  
AS LOW AS 10 PER CENT DOWN

constructed entirely by local craftsmen on choice Residential or Fairway sites

## FEATURES

Wedgewood Holly Gas Built-in Range and Oven	Driveway and Sidewalks
Holly Central Heating and Refrigerated Air Conditioning	Sliding Glass Doors
Patio 12 by 20 Included	Double Carport
	Insulated Walls and Ceilings
	Fencing



MODEL HOME  
follow markers from  
corner of Sunrise and  
Vista Chino

# RANCH CONSTRUCTION COMPANY

1600 CHIA ROAD

PALM SPRINGS

PHONE FA 4-9229

# Ranch Club Complete Facility

## To Offer 18 Holes This Year

Although four beautiful country clubs are located within the city limits of Palm Springs, one of the largest and newest 18-hole facilities is the newly completed 18-hole Palm Springs Ranch Golf Club at the northeast city limits.

Run in conjunction with the Palm Springs Ranch Club, the course was completed this month by Noel Clarke, owner of both enterprises, and is run by manager John Bennett.

ONLY A NINE-HOLE course last year, the course was designed by the club's professional Joe Calwell.

Golfers, teeing off on number one tee, will now have a full 18-hole championship course facing them with 6,100 yards of play and a par of 72. The longest hole on the course is Number one hole, 510 yards from tee to pin, and it must be done in a par 5. Shortest on the course is the 16th hole, 125 yards, par 3.

OFFICIAL OPENING of the full 18-hole course is scheduled for mid-February, 1961, an event which has been long awaited by local residents and club members.

The Ranch Golf Club is built on a total of 135 acres, and is surrounded by home sites developed by the Ranch Club Properties.

The golf course and the properties are tied in with the Ranch Club development, which features a clubhouse with horseback riding, swimming, tennis, and relaxation in the sun.

AT THE HEAD of the Ranch Club is capable well-liked Arthur Robinson, who not only oversees the operation of the private club, but who also sees to the operation of its more than 200 accommodations for visiting golfers and guests.

A unique feature of the development is the service car for the accommodations which are scattered over the more than square mile and a half of land. The radio equipped "wagon" is directed to the accommodations for maid service and for the service of a continental breakfast every morning, served in the quarters.

SWIMMING POOL construction at the Ranch Club has now reached 33, with three of them located at the main club and the balance scattered over the areas of the separate accommodations.

A huge lake, containing more than 2,000,000 gallons of water and backed by a constant flowing waterfall, adds an ever-increasing beauty to the Ranch Club Golf Course.

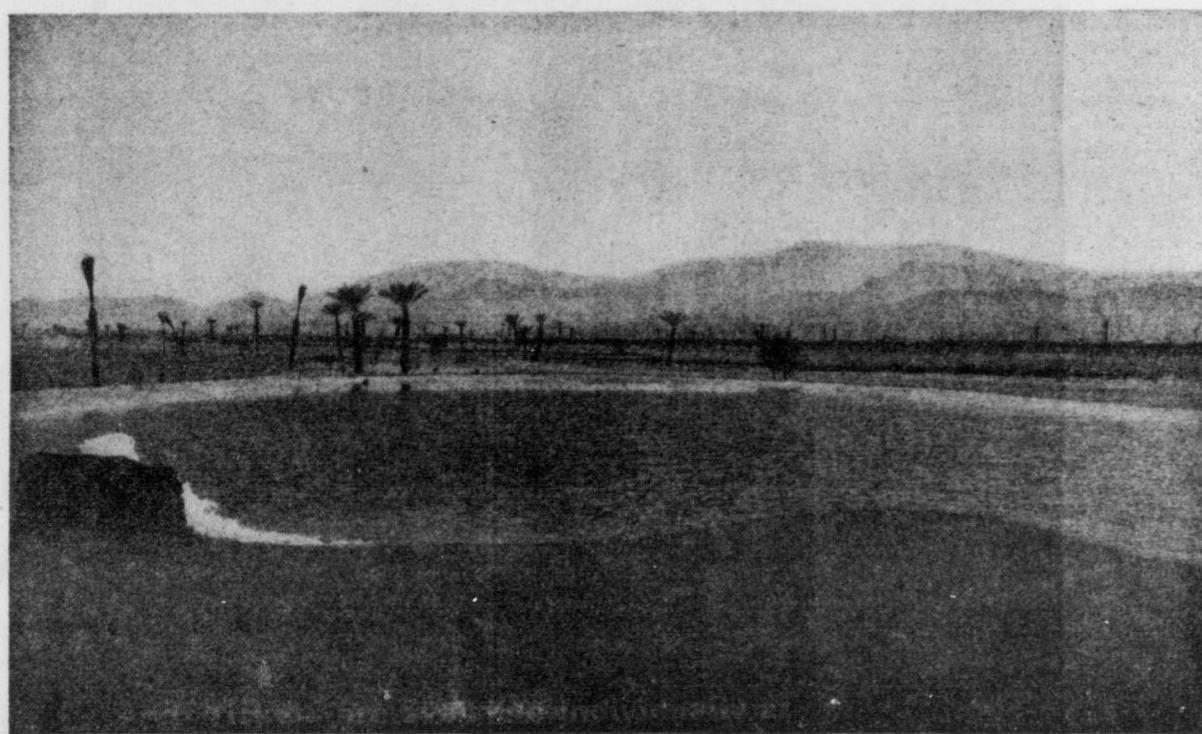
SEPARATE EATING facilities are available at the golf course clubhouse, which is run by Peggy Larstadt, for breakfast and lunch. Donald Smith is greens superintendent and Al Gardello is starter and cart maintenance supervisor.

Clarke started it all with a basic idea, and this idea has grown into one of the largest single membership clubs in the desert area. His main belief has been: "You give the people of moderate means luxury and convenience, together with relaxation and entertainment," and the final outcome is the most popular club in the Desert area.



A BIRDS-EYE VIEW of the Palm Springs Ranch Club is pictured above and is just part of the elaborately planned Ranch Club recreational facilities. Tennis courts, swimming pools, cock-

tail lounges, accommodations and the full 18-hole golf course round out the recreational facilities.



## Palm Springs *newest* Private eighteen hole course



Now remodeling and enlarging the  
Club House - Luxurious new addition  
to our dining and cocktail area

## the Ranch Country Club

From Vista Chino and Sunrise... follow the markers

We honor memberships of all other Country Clubs and  
invite members to try our course.

Limited number of memberships  
available, inquire at 3000 Verona Rd.  
FAirview 4-1648

John Bennet, Manager

Joe Calwell, Club Pro

First in beauty

First in prestige

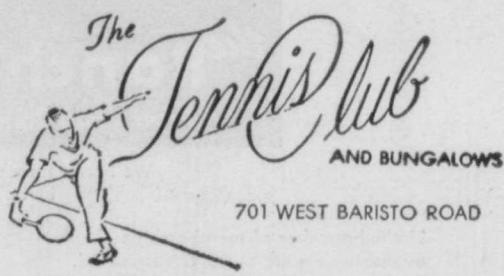
First in the . . .

## Heart of Palm Springs



VENETIAN ROOM

BOUGAINVILLEA ROOM



701 WEST BARISTO ROAD • PALM SPRINGS

# Tamarisk Facilities Expanded

## Reaching Limit in Members

With expansion of facilities within the club, Tamarisk Country Club, one of the leading "green spots" in the Desert area, is reaching its limit in membership.

Built on what at one time was barren, sandy landscape, Tamarisk Country Club today is a thriving enterprise with beautiful fairways, cool shade trees, and an estimated investment of something close to \$2,000,000.

**LOCATED ON 145 acres,** surrounded by the private homes of well-known entertainment world personalities, the 18-hole, par-72 golf course is a mecca of excitement and activity for a full nine months a year.

The private club is operated by a 20-man board of directors, who are: David C. Holub, president; Nathan M. Ohrbach and Louis M. Halper, vice presidents; Martin Gendel, secretary; Asher Levy, treasurer; and directors Louis E. Golan, Raymond E. Lee, Edwin H. Morris, Ben F. Shearer, Edward Small, Charles Clare, Edgar Richards, Clarence Brown, Charles Hansen, Kay Karahadian, Lester Selig, Richard Bagdasarian, John Wood and Herb Lautmann.

TAMARISK is managed by 56-



**OVER TAMARISK'S LAKE** golfers find a background of the Santa Rosa Mountains and shapely date palms which give golfers a good test of their skills. Tamarisk is managed by

year-old Harry Drewery, who has guided the club for the past six years.

The club last year was the scene of the winning of the \$50,000 hole-in-one by professional Joe Campbell during the Palm Springs Golf Classic.

**GREENS SUPERINTENDENT** of Tamarisk Country Club is Paul Addessi, who this last month traveled to Israel to help build a new course (his second trip there). He is probably one of the outstanding authorities on golf course care

in the desert. He is assisted in his job by Ed Cirlin.

Homes along Tamarisk Golf Club fairways are not fenced from the plush green grass, but melt from yard into turf.

**PRESENT TAMARISK** home owners include such well-known personalities as the Marx Brothers, Frank Sinatra, Danny Thomas and Peter Lawford, and a total of 30 homes belong to business leaders and professional people.

In the center of Tamarisk Golf links is the only lake which is

Harry Drewery, who follows the direction of the board of directors. This club will be headquarters for the second annual Palm Springs Golf Classic, Feb. 1-5.

built to serve three purposes. It is a beauty attraction; it serves as an irrigation reservoir; and it is equipped so that chemicals can be added to the water to fertilize the course in a single operation.

**A COMPARATIVELY** new idea, the greens superintendent can do the job of fertilizing the greens and fairways within hours instead of days — in fact, the entire course can be completed in five hours, where hand spreaders or machinery will take closer to three or four days.

Other features of Tamarisk Country Club include a complete dining room, a cocktail lounge, putting green, driving range and a complete pro shop.

Personnel who handle the members of the club and their guests include: Golf professional Ellsworth Vines, assisted by Nick Turzian, Angel de la Torre, Frank Como, Herb Williams, and Bill Kitzmann; Chef Tiny Olivastro; dining room hostess Gladys Metz and bar manager Jim Metz.

**Thunderbird**  
IS THE OFFICIAL CAR  
FOR THE SECOND ANNUAL  
... desert classic  
★ ★ ★  
BRAND FORD CITY  
IS YOUR  
FACTORY AUTHORIZED DEALER

3919 EAST PALM CANYON DRIVE — PHONE 328-2181



# Municipal Course Attractive

## Operated Through Council

In November 1959, the people of Palm Springs saw a dream come true. The Palm Springs Golf Course opened officially with nine holes — a municipal golf facility operated by the City of Palm Springs. The completed 18 holes were available to the public just one month later.

This championship course, which stretches out at a total of 6,550 yards, and plays at 72 par, is contained on a total of 156 acres. Driving time from the heart of Palm Springs to the Palm Springs Golf Course requires approximately 10 minutes and it is located at the southeast city limits of Palm Springs just off Highway 111.

ON FEBRUARY 4, 1959, the City Council passed a resolution declaring its intention to enter in a lease-purchase agreement for a golf course. It was approved three weeks later. The lease, as modified to comply with the recommendations of bond attorneys contains three basic provisions: (1) Term of the lease is 16 years and is renewable an additional 25 years; (2) The annual lease payment is \$62,500; (3) The city has the exclusive right to purchase the golf course at any time until the termination of the lease, at \$662,500.

The governing body of the golf course is the City Council through city manager Dan Wagner. A contractual employee has been hired to supervise the municipal golf facility: Zell Eaton, pro-manager. There are three additional Class A PGA professionals to serve the golfing public: Ron Nicol, Bob Wolf, Al King.

THE COURSE ITSELF is beautiful in every sense of the word. Its rolling green fairways and silky smooth greens have made it very popular among the winter visitors and residents alike.

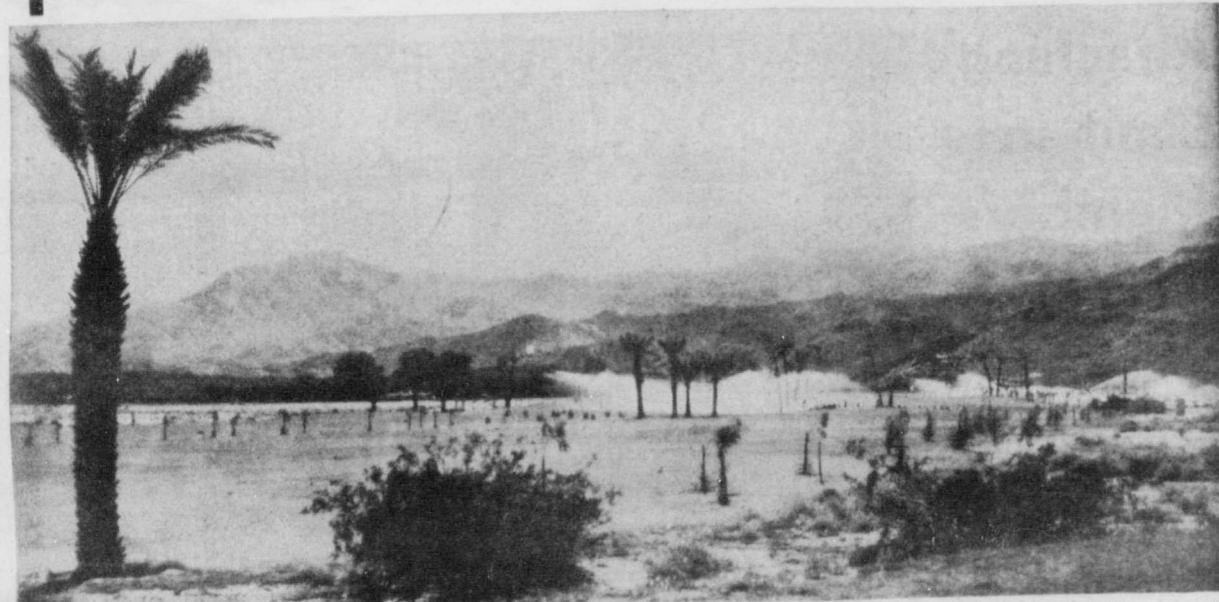
The longest hole on the course is No. 4, which measures 543 yards from tee to pin for a par 5. The shortest is number 10, 165 yards, calling for a par 3.

PROVIDED IN THE area on which the course is laid out, are a driving range, a putting green which soon will be open, parking, restrooms, and there is room for a locker room to be built in the future.

The laying out of the course was done by a special golf committee appointed by the City Council, and comprised of George Beebe, Jr., as chairman; John Wood, M. O. Anderson, Russell Wade and Joel Stone.

THE FIRST complete year of operation of the Palm Springs Golf Course from Nov. 1, 1959, to Oct. 31, 1960, revealed an income of \$146,710.29. For the same period a total of 31,971 residents and visitors played the golf course. The month of November reflects an increased activity for the golf course as follows: Operating revenue gain of \$5,025.16 and increase of 471 players. This month is the first period for which a comparison can be made with the previous fiscal year.

The fees for the golf course have remained at the same level since the course opened last November. The cost to golfers is \$3.50 for weekday play and \$5 for weekends and holidays, and the city



AN OVERALL VIEW of the Palm Springs Golf Course is taken from the center of the course, looking toward Highway 111.

also sells a book of ten tickets for \$30. With this book a golfer can save 50 cents a round during the week, and by adding 75 cents

to his ticket, he can save 75 cents on weekend and holiday play. As a special discount for residents, the City Council has established an annual greens fee of \$200 for husband and wife.

The 18-hole golf facility is open to the public at nominal rates for both play and carts.

Palm Springs Golf Course is the first municipal golf course opened

in the desert area, and it too takes its part in making the Desert resort area the Winter Golf Capital of the World.

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Golf Course hat as he leaves the desert after a four day rest. At right, ex-King Leopold of Belgium visits on the Thunderbird golf links with George E. Cameron, Jr., president of the Desert Sun Publishing Company, during a visit to Palm Springs to play golf.



Robert McCulloch, Eldorado



**ONE OF GOLFDOM'S** most respected golf club managers, William Daugherty heads the golf facility where dignitaries from throughout the world come to play—Eldorado Country Club.



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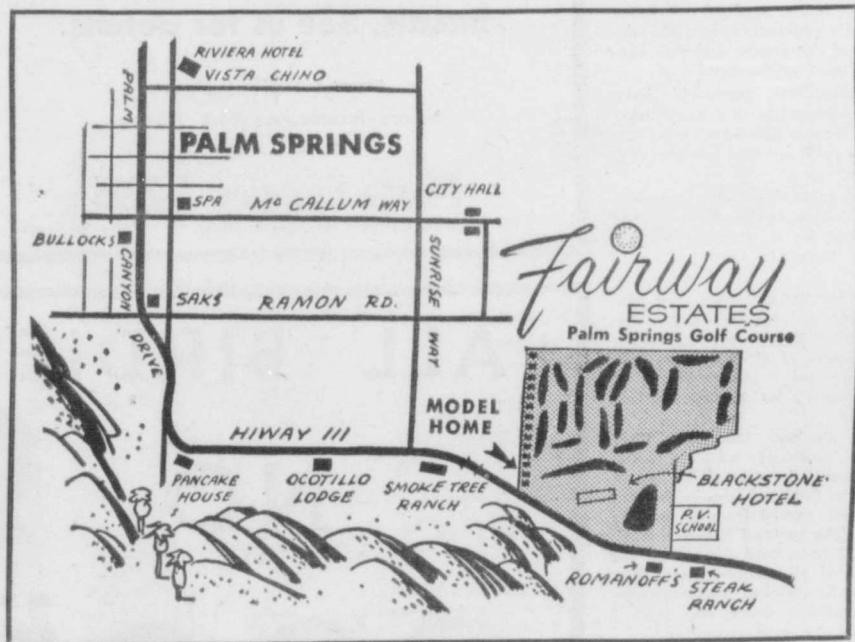
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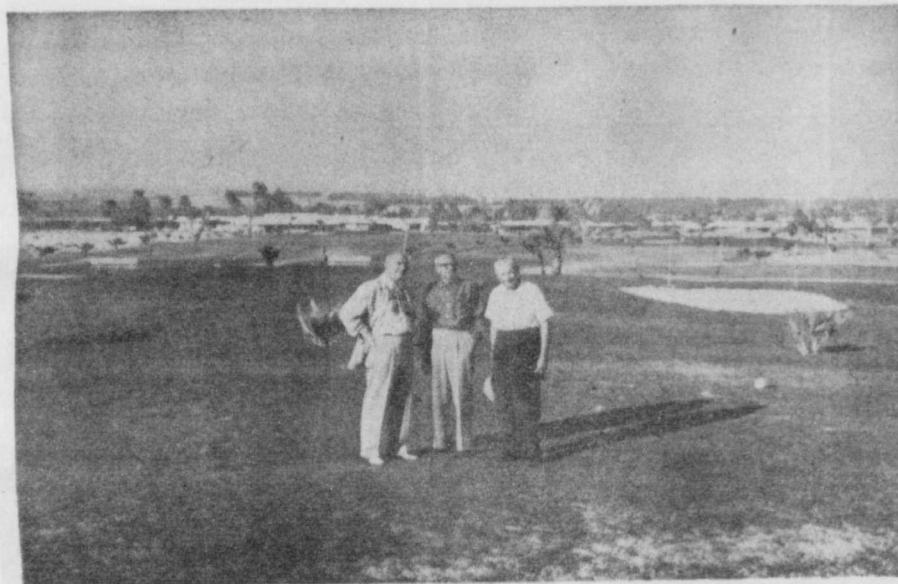
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ON THE BACK CORNER of the Shadow Mountain Golf Course, Frank Sorenson, Fred Blades and ex-governor of Washington Mon Wall.

FROM PAGE 20, MORE ABOUT

## SHADOW MOUNTAIN CLUB

ways and contains three quarters of a million gallons of water.

This water is used as part of the irrigation system which through gravity flow runs into a sump and mixed with fertilizers the water is pumped through the irrigation system.

Locker and shower rooms are located in the Shadow Mountain Club as well as swimming facilities, boating lake, a dining room which will seat 400 to 500 persons, cocktail lounges, and private dining areas.

There are tennis courts, and within the Shadow Mountain Club are a few shops. There is a supervised play area for youngsters.

THE NEW SHADOW Mountain Golf Club opened in January 1960, and around the course facing the fairway are a total of 120 home sites. Gene Sarazen was the designer of the course and Bob Pinelli is club professional.

No additional personnel have been appointed by the corporation except Frank Sorenson, who serves as publicity and membership director.

In order to become a member of the Shadow Mountain Golf Club, you must be a member of the Shadow Mountain Club.

A TEMPORARY PRO shop has been provided for the use of the members and their guests. A limited number of electric carts and pull carts are available and it is not necessary for a player to use a caddy.

The Shadow Mountain Club House immediately adjacent to the Golf Course is open daily except Tuesdays for luncheons in the dining room, served from 12 noon to 2 p.m. The cocktail lounge is open from 12 noon until 5 p.m. for the benefit of all members and their guests. Sandwiches and beverages are available every day until 5 p.m. in the grill room.

Wallgren, former governor of the State of Washington, and now a permanent resident of Palm Desert, said "The new golf club is one of Palm Desert's greatest

### O'Donnell First To Envision Golf

Tom O'Donnell, at one time one of the "big four" in the California oil business, was the first man to envision golf in the desert. He built a private golf facility where O'Donnell Golf Club now stands, and it was almost 30 years before another was built.

gren look over the course. These men are the most active on the board and spend a great deal of their time operating the facility.

assets and nothing has been spared to make it the most attractive and eye-catching course for serious golfers."

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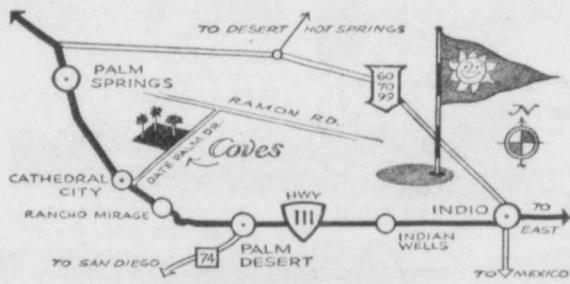
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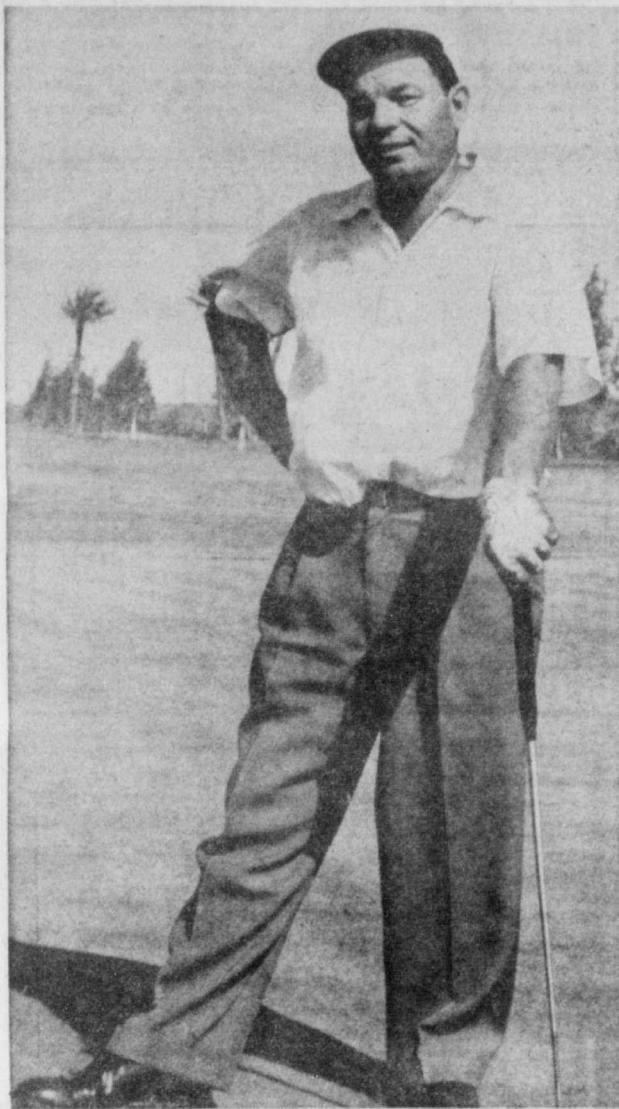
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## INDIAN WELLS COURSE



INDIAN WELLS PRESIDENT Milt Hicks is not only a hard worker, both to bring golf of the desert area and in serving on the boards directors of golf clubs, but is an avid golfer. Hicks has been chairman of both the Golf Classics, and has spent time and money in bringing about its success.

## ROGER PETTIT HAS 12 YEARS AT COCHRAN

Roger Pettit has been with the Cochran-Odum Golf Course at Indian for 12 years, one of the longest tenures of any professional in the Desert area.

He serves as manager-pro, handles the pro shop, teaches golf

and works out all tournaments. Pettit is assisted by an associate, Ralph Mowberry, who also is pro at the La Grand, Ore., Country Club, and Bud Phelps, greens superintendent.

He is married, has two children.

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is located the beautiful — and newly remodeled — Desi Arnaz Indian Wells Hotel. With 200 rooms, the new hotel has just been completely renovated at a total cost of \$1,250,000.

Vacationers at Indian Wells hotel are given golf privileges on the adjoining golf course, and Arnaz has appointed Robert Schmuck as the hotel's new manager.

INDIAN WELLS golf course, which covers a total of 134 acres of greens and fairways, has a total of 6,800 yards in its 18 hole, 72 par course.

The longest hole of the course is 525 yards — par 5 on number 8, and the shortest, a new number 3 is 151 yards — par 3.

This summer the new clubhouse has been renovated and set up for a maximum service to the members, and four holes — numbers 3-4-5-6 — have been redesigned to allow subdivisions between the fairways.

FROM THE CLUBHOUSE a member can sit and look out on a sea of emerald green carpet that extends to the very edge of raw desert sand dunes.

All the normal facilities of the course are available to members of Indian Wells, including club rentals, carts, a practice green, pro shop, meeting rooms, dining room, cocktail lounge, and driving range.

THE TWO MEN behind the hard work and continuous upkeep of the course are professional and general manager Susalla and Harvey Harden, greens superintendent.

Danny Farlini and Pat Carroll are associate pros at the course and well known Buddy Porter and Bev Hansen are teaching pros.

Indian Wells Country Club now has a total of 53 homes built along its fairways with some 22 more under construction.

Most of these homes are expansive and each has a swimming pool and private yard.

## SUSALLA IS INDIAN WELLS PRO-MANAGER

Possibly one of the hardest working and best - liked golf professionals in the Desert area today is 35 - year - old Eddie Susalla of Indian Wells Country Club.

A pro for the past 19 years, he started his golfing career at the age of 11 when he went on a golf course as a caddy.

Prior to becoming golf pro and executive manager of Indian Wells he was associate professional at Thunderbird Country Club.

He is assisted in his professional duties by assistant pros Pat Carroll and Danny Farlini, and teaching pros Bev Hansen and Buddy Porter.

He is married and has two children.



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OFF TO ONE CORNER of the 18th fairway, this lake forms a wet-trap for golfers at Eldorado Country Club. In the background the clubhouse sits on a rise overlooking the

course. To the right in the picture, is the Eldorado Country Club Cottage area and the entrance to the club.

FROM PAGE 28, MORE ABOUT

## ELDORADO COUNTRY CLUB

is well guarded by the sand traps.

**THE MOST EXACTING** hole on the course is No. 4, 393 yards, par 4. It is a very narrow fairway lined with large grapefruit trees on both sides and the green is surrounded on the front right by a lake. The left side is guarded by a sand trap. This fairway leads directly back to the clubhouse, where No. 1, No. 5, No. 14, No. 10 tees are located, and where No. 4, 18, 9, and 13 greens are found.

**AS YOU ENTER** the building through the front entrance you walk beside the still-flowing waters which originate just inside the lobby in a large indoor pool. On this floor of the building are the offices, luxurious dining area, cocktail lounge, kitchens and private dining room.

Going straight through the din-

ing area you find yourself on a porch overlooking the vast expanse of greens and fairways.

Another floor which is built under the dining room, has a right wing which is at ground level.

**AND STILL A** third floor, built underground, has storage rooms, a golf bag storage room, a complete cart maintenance room, a press room and caddy room, and a snack bar.

**RESPONSIBLE TO** the board of directors for the operation of Eldorado Country Club is William Daugherty, general manager, who heads a large staff of golf club personnel.

The golf club personnel is made up of a dozen people who include: Walter Burkemo, professional; Everett Sisson, chef; Jake Tooke, bar manager; John Hines, starter;

Harry Sirata, golf course superintendent; Leonard Reinhart, golf cart superintendent; Pat Jackson, Gert Keedy and Thron Holmes, golf shop personnel.

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## Venturi Can Claim Strangest Drive Here

Professional Ken Venturi, playing in the 1959 \$15,000 Thunderbird Pro-Am, possibly made the strangest drive of any golfer in the world.

Heading off on the 14th tee, the ball traveled down the fairway and landed in the pocket of a coat, worn by a man in the gallery.



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**BING CROSBY**, an avid golfer, is a frequent visitor to Palm Springs area golf courses where he not only plays a leisurely and relaxed private game with friends, but also takes part in some of the big tournaments.

FROM PAGE 6, MORE ABOUT

## ALEX MORRISON

findings about the most successful way to swing a club through use of the Cinal movie camera, the very first slow motion camera invented. With the aid of these slow motion pictures he exploded most of the old theories about playing golf.

In over 40 years of making and collecting golf photos Morrison has gathered a record amount of documentary evidence, in movies and still pictures, of most leading players dating from the great masters, Harry Vardon, Ted Ray and J. H. Taylor.

FROM 1920 TO 1935 Morrison toured the United States and Canada demonstrating his findings and teachings. As part of this work he played exhibition matches with the top pros from coast to coast.

The Morrison Findings and Teachings were published in book form in 1930. This book, *A New Way To Better Golf*, was a world wide best seller in the non-fiction field.

In 1935 King Features Syndicate of New York began world distribution of Morrison's newspaper articles on golf technique.

Readers of The Desert Sun are familiar with these articles.

In 1940 Morrison wrote another best seller, *Better Golf Without Practice*. This and his first book are best known among several written by him.

IN THESE BOOKS Morrison presented the first comprehensive description and Pattern of the Correct Golf Swing. The correctness of this Pattern is amply supported by documentary evidence. Action photos and tournament records of the past 30 years show clearly that the closer a golfer approximates the Correct Swing Pattern, the greater and more lasting is his success.

Morrison claims that action photos are invaluable to the golf instructor and player. "Most golfers, pros and amateurs, this includes the best of them, get off their games by losing track of what they do during their swings. Hence a single picture may be worth more than a thousand practice swings."

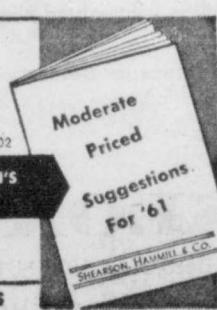
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FROM PAGE 27, MORE ABOUT

## BERMUDA DUNES

terrain, its high undulating dips are so pronounced that they are strikingly reminiscent of the wind-swept shores of the British Isles.

**BELL HAS** molded the rolling dunes into a well-trapped course dotted by tricky hazards. Golf pros who have played the 161 acre course (it's one of the largest on the Pacific Coast) have acclaimed it as a true credit to goldom.

One of the distinguishing features of the course is that each fairway and each hole is a separate entity. There are no parallel fairways. Each hole is totally free from interference with any of the others.

**ANOTHER HIGHLIGHT** of the course, which has a par 72 for men and 74 for women, is its flexibility. This has been achieved by the establishment of three different starting tees. The first measures 6,100 yards, the second 6,500 yards and the championship tee stretches to 7,008 yards.

The newest developments at Bermuda Dunes are 53 co-op apartment units, one known as Bermuda Dunes Colonies, comprised of 25 units built by Terrain, Inc., and the other is the 28 unit Bermuda Dunes Villas being built by Los Angeles builder Al Kuri and KTTV announcer Bill Welsh.

**ALL 53 OF THESE** units face Bermuda Dunes fairways and are

two bedroom, two bath own-your-own apartments with 1,500 square feet of living area. Each unit has two patios and each of the two developments has two large swimming pools.

A single charge for the apartments includes taxes, insurance and maintenance, and the management can lease individual homes when the owners are away from the area. A deed is given on the property, offering the purchaser of these own - your-own apartments the opportunity to take depreciation, and each individual, under this proposed program, has certain tax advantages.

Both developments have underground parking for cars.

**THE BERMUDA** Colonies is located on the north side of No. 1 fairway facing 1,000 feet of fairway frontage.

Bermuda Fairway Villas are cloistered around No. 1 green and No. 18 tee and surround a large swimming pool with a fountain in the center.

Bermuda Dunes encompasses 1,050 acres and, aside from the own-your-own apartments, there are now 51 homes, 41 of them occupied, located in this development.

During the past summer, Bermuda Dunes added a new lake on No. 6 fairway, and more traps, planted trees and shrubs, and generally tightened the course.



**U. S. NATIONAL OPEN** champion for 1959, Billy Casper, right, shows Bermuda Dunes Country Club's co-owner Ernie Dunlevie the

iron that helped him fire a sizzling 66 to take the All-Star Golf TV matches and hang up a new Bermuda Dunes course record.

## ELLSWORTH VINES IS PRO AT TAMARISK CC



ELLSWORTH VINES

Ellsworth "Elly" Vines is currently entering his seventh year in Palm Springs as golf professional at Tamarisk Country Club, and has recorded 17 years as a pro.

He followed the PGA tournament circuit for five years, and had about five years experience as an amateur.

Associated with Vines at Tamarisk are Nick Turzian, associate; Angel de la Torre, teaching pro; Shirley Spork, women's teaching pro; George Doyle, starter, and Herb Williams, range master.

Prior to joining Tamarisk, Vines was club professional at Wilshire Country Club in Los Angeles. He now divides his time between Tamarisk and Inwood Country Club, Long Island, in the summer.

He is married and has two children.

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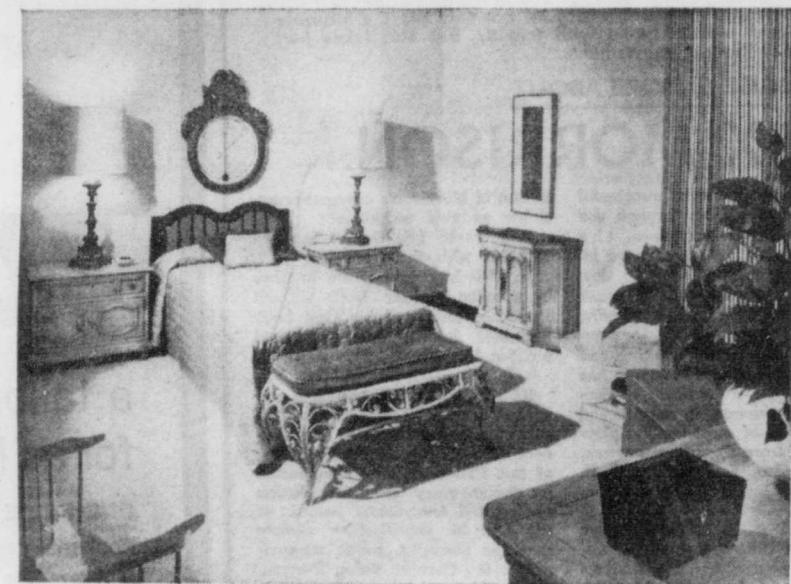
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FROM PAGE 23, MORE ABOUT

## THUNDERBIRD CC

tenance superintendent Carol Davies, and cart maintenance, Bobby Thomas.

Entrance to the newly renovated club leads through a spacious gallery into the main lounge and Thunderbird Room. The Thunderbird Room provides a magnificent view of the mountains as well as part of the golf course, and is equipped with low scotch and soda tables.

**ATTRACTIVE REMOVABLE** screens separate the Thunderbird Room from the main dining room so that large events can be expanded easily. A large all-glass vista wall in the dining room overlooks the pool and golf course. A half circle dance shell covered with white linen vibrates with seats in the middle of two natural walnut walls. A private dining room in typical California style is called the Fiesta Room and is immediately adjacent to the ladies card room. The two are divided by folding walnut doors.

To serve the dining rooms, the kitchen at Thunderbird has been completely rebuilt with new acoustic ceilings, sanitary tile floors, and permanent equipment built on

AIR CONDITIONING has been installed throughout the buildings. The new men's locker room was built to provide completely ventilated lockers and golf cleat non-slip quarry tile, and the women's locker room includes a spacious lounge opening into a landscaped enclosed patio.

THREE MAJOR buildings are connected with the 150 foot rama- da, tying them together in an interesting design. A new main entryway to the club grounds is indicated by two driftwood stone pillars. The double lane drive coming from the club house is bordered by a lane of palm trees, each illuminated at night.

Large additional parking areas and an addition to a new employees building which includes a year-round suite for the caretaker, are other new features.



ENTRANCE WAY to Thunderbird Country Club gives visitors a first view of the completely renovated club. More than \$700,000 was spent on the club this past summer in a complete remodeling and rebuilding pro-

gram. Thunderbird was one of the first clubs to hold big tournaments in the Desert area and inaugurated the Palm Springs Golf Classic with the annual Thunderbird Pro-Am.



PHIL HARRIS, a long-time Palm Springs area resident, can be found at almost any time on either Thunderbird Country Club where he has his home or at Indian Wells Country Club, where he likes to contest his close friend Desi Arnaz.

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Palm Springs



A CORNER OF THUNDERBIRD'S new dining room is pictured above being set up for a party. One of the favorite places for golfers

in the desert, Thunderbird holds a golf tournament almost every week of the season.



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WALTER BURKEMO

## Walter Burkemo Limits Golf Tour As Eldorado Pro

Walter Burkemo is new professional at Eldorado Country Club, and has limited his PGA tour to a few selected spots.

In the summer he is pro at Franklin Hills Country Club, Franklin, Mich.

Associated with him at Eldorado are Mike Portik, associate; Bud Hofmeister, associate; Helen Dettweiller, lady professional; John Hines, starter; Thorn Holmes, golf shop manager; Gert Keedy, head of the ladies golf shop department.

Burkemo was a successful amateur golfer when he was 18, and at 21 won seven straight tournaments in Florida.



DALE ANDREASON

## Dale Andreason Is Professional At Riviera Club

Dale Andreason, rated one of the top teaching professionals in the golfing world, is pro-manager of golf activities at the Riviera Club.

Only 43 years of age, he has been a professional for 25 years. He traveled the PGA circuit for five years immediately following World War II to acquire a greater knowledge of golf and teaching of golf.

He is married and has five children.

## George Howard Is Dean of All Desert Pros

Dean of all golf professionals in the Desert area is George Howard, 59, who has been located in Palm Springs for 39 years.

He has served as golf professional at O'Donnell Golf Club for 27 years, and also is golf pro at Broadmoor Country Club in Seattle.

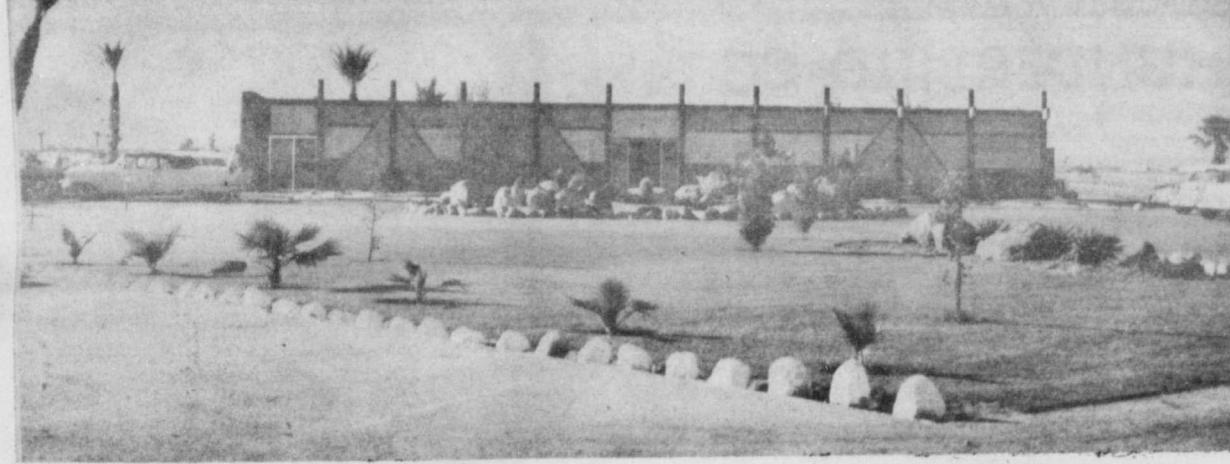
An oddity of Howard's career is that he has never played the amateur circuits.

He is married and has no children.



ERNIE DUNLEVIE, manager of Bermuda Dunes, is also co-owner of the famed golf facility.

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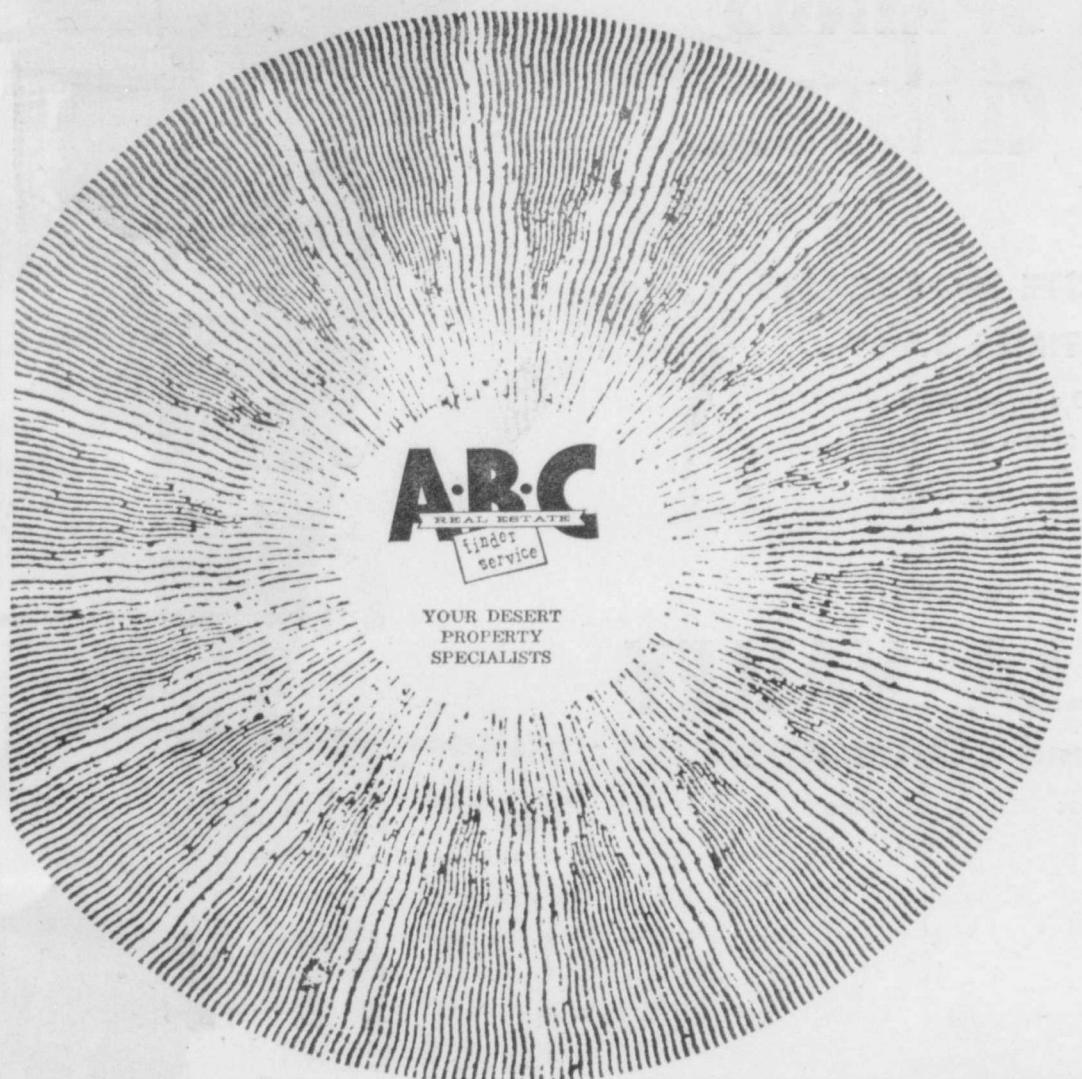
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